



# Role Profile

Generic Job title:	<b>Product Performance Associate</b>
Function:	R&D Innovation
Reports to:	Product Performance Best Practice Manager

## Role Purpose:

- Across Health, Hygiene and Home Pillars support the identification, validation and implementation of best practice consumer sensory and performance testing methods to allow for consistency of approach and maximum scale, ensuring delivery of optimal consumer usage experience to engender future growth of the RB Powerbrands portfolio

## Scope:

- To collaborate with Category R&D Sensory and Performance test teams to identify, develop and streamline R&D sensory test methods for maximum synergy across the business
- To enhance the external sensory/performance testing network.
- To identify and embed new sensory/performance test techniques in support of business challenges.
- To identify creative claims support opportunities, leveraging the full potential and innovative capabilities of our external strategic partners, with the goal of distinguishing RB products from competition and maximising the sensorial experience of our consumers to strengthen the Category pipeline.
- To maximize the value of sensory tests conducted globally by leveraging output to identify emerging untapped consumer insights

Date modified: (Date last amend made)

Owner: (Functional HRD)

Job code: (MyRB job code)



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**Accountabilities:**

- Across each pillar assist in the identification, screening and implementation of the most effective sensory and performance testing approach per powerbrand/product format/market, considering reproducibility, cost, timing, resource usage
- Support the identification, implementation and maintenance of a core list of sensory test vendors around the world to ensure consistent delivery of results that meet RB high standards of execution
- Prepare cost/value matrix of testing methods/vendors/global locations to allow a streamlined decision process for identification of most appropriate validation testing approach with maximum ROI at the outset of each project. Collaborate with Fragrance & Flavour Managers to ensure consistency of validation approach between RB and Fragrance House testing
- Develop standardized questionnaires per powerbrand to capture key attributes necessary to ensure successful selection of winning fragrances/product aesthetics with the goal of establishing consistency and cross comparability of results globally, so that each test adds to the overall knowledge database
- Develop, populate and maintain Global consumer sensory knowledge database to consolidate all test results, including those from external Fragrance House partners, into one value added searchable learning tool, ensuring results from each sensory test are captured so insights for innovation can be garnered.
- Continually innovate on new test methodologies and statistical analysis approaches to validate fragrances, product performance, novel claims support. Institute pilot program to establish proof of principle in one category/powerbrand/product format and rollout to adjacent categories/powerbrands/product formats for scale and confirmation of reproducibility.
- Consult with local Maintenance & Expansion Teams to ensure best practice fragrance sensory and performance testing are utilized across all R&D when validating new and/or portfolio rollout fragrances and delivering product claim support

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**Key Challenges:**

- Managing complex interfaces and relationships within the Category Development Organisation (CDO) and between the CDO and other RB functions / external partners.
- Effective functioning in a matrix environment, ensuring seamless execution

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Skills & Experience required:

- 2 year + Sensory/performance testing experience
  - 2 years + experience within a FMCG environment, product development experience desirable
  - 1 year + Project Management experience within a cross-functional, international and multi-cultural environment.
  - Good knowledge of statistical analyses and statistical software packages desirable
  - Strong verbal and written communication skills
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Technical / professional qualifications required:

- Minimum of Bachelors' degree in a relevant scientific discipline or equivalent work experience
  - Experience in consumer testing and statistical analysis techniques
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Personal Attributes:

- Results oriented, entrepreneurial and self-motivating.
- Strong interpersonal skills.
- Strong analytical skills
- Excellent communication skills both written and oral (in English). Additional language is an advantage.
- Capable of building strong working relationships within and outside RB, to deliver outstanding results with or without hierarchical relationships
- Openness to change and ability to think out of the box.
- Flexible to travel, if required

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COUNTRY SPECIFIC INFORMATION

<b>Local Job Title:</b>	Product Performance Associate		
<b>Stakeholders:</b>	R&D Sensory teams, Category R&D Managers , R&D Innovation		
<b>Reports to:</b>	Product Performance Best Practice Manager	<b>Location:</b>	<b>Montvale US</b>

**People responsibility:**

- None

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