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# Example of Consumer Insight Manager Job Description

Our growing company is looking to fill the role of consumer insight manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for consumer insight manager

* Translates marketing objectives into research objectives
* Recommends research methodologies/ approaches and vendors
* Is aware of what is going on in terms of new and innovative Marketing Research tools, and
* Establishing on-going relationships with trend agencies to identify new trends across a broad spectrum, effectively, quickly and ensure relevancy to the business
* Pro-actively seek out new trend agencies and connections to supplement our existing portfolio of sources, with a focus on emerging markets
* Building effective and collaborative relationships, to understand trends requirements from brand teams and leverage outputs fully
* Contributing to the development and organisation of events that bring trends and best practice marketing innovation from other industries to life
* Supporting Consumer Planner with project management of ad-hoc research studies, in areas including but not limited to strategic/positioning research, consumer closeness & ethnography, consumer segmentation & targeting, communications, packaging, innovation & NPD
* Develop and lead holistic, comprehensive research plans for both existing products and new products from scoping, concept development, screening, optimization, product guidance, confirmatory in-home product testing and post-launch analysis, packaging graphics and structure, advertising testing and
* Ensures all market data for the brand across the Area are reliable and utilise those to develop actionable learnings

## Qualifications for consumer insight manager

* Lead the planning and execution of the technical claims programme for a portfolio of global projects using a range of tools to maximise the products’ messages to consumers
* Work closely with a range of partners (Brand Development, Legal and Regulatory) to ensure products’ claims are robustly supported with technical and consumer understanding and compliant to laws and regulations
* Graduate degree in Sciences or Social Sciences
* Products’ claims development and technical support
* Creativity on use of language and good articulation skills
* Consumer insight generation