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# Example of Consumer Insight Manager Job Description

Our company is searching for experienced candidates for the position of consumer insight manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for consumer insight manager

* Developing long-term strategy and priorities to accelerate CCI in EM's growth into a significant revenue generator and continued differentiator for BCG
* Creating annual investment plans, securing investment committee support and project managing execution of plans
* Evaluating and innovating the business model to align with BCG’s proprietary, data and tools strategy
* Assessing partner / case team demand for new CCI products / services, then developing actions and business plans for these new products / services
* Identifying opportunities for external and internal partnerships to strengthen capabilities and tools / data
* Serving as central node for dialogue between CCI Leadership Team (around the world)
* Partnering with CCI Marketing Manager to identify marketing strategy and key priorities
* Contributes to strategic thinking with the local marketing teams
* Leads learning agendas and recommentds annual research plan
* Manages the local learning plan and local budget throughout the year, identifying and refining research needs according to specific requiests and carrying out studies, optimizing tools, methodology and budget

## Qualifications for consumer insight manager

* 2-5 years of contested experience within consumer research, incl
* Working with portfolio of medium-large projects
* 8+ years’ experience in qualitative and quantitative market research
* Identify and articulate insights by market research to address critical information gaps, answer critical questions and solve issues
* Positive, Innovative, Collaborative and Self-motivation
* Personal passion for Innovations & Trends