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# Example of Consumer Insights Manager Job Description

Our growing company is searching for experienced candidates for the position of consumer insights manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for consumer insights manager

* Identify new methods and new suppliers for Hershey to explore
* Create insights presentations using both primary and secondary data sources
* Consult, recommend and lead ROI / Ad Effectiveness studies for clients and present results externally
* Manage qualitative and/or quantitative research projects on an ad hoc basis
* Work with business leaders across Consumer Data & Analytics, Sales Analytics, and Big Data & Analytics to understand where and how the quantitative internal data on our consumers aligns with what we are seeing in the field
* Lead, plan and conduct a wide variety of research
* Organize and coordinate research being performed by external companies
* Perform competitive audits as-needed
* Conceptualize and conduct proprietary quantitative and qualitative studies, crafting strategic reports and actionable insights to key stakeholders
* Significant experience in modeling and creating compelling insights from data

## Qualifications for consumer insights manager

* Has proficiency with syndicated research sources and methods in the areas TV & Digital Media
* Must have excellent vendor management skills
* 3rd level degree - Marketing/Commerce or other relevant business discipline
* 3-5 years’ experience in consumer goods and/or services required
* You possess at least 5 years experience designing and/or art-directing insights-driven content at an in-house agency, ad-agency/digital agency, or graphic design agency, with an outstanding digital portfolio to show for it
* You have at least 5 years of professional Adobe Creative Suite experience (Photoshop, Illustrator, After Effects, InDesign) and presentation design experience (Keynote, PowerPoint)