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# Example of Insight Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of insight 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 insight manager

* Manage PGI testing budget in order to actively partner with Global & Regional team in R&D, CI, Marketing and Operations to develop new products and improve existing ones whilst directly leading some key NPD & Renovation projects
* Lead sensory and shelf life capabilities to design and define what matters to consumers and can be consistently measured and manufactured on factory floor
* Lead PGI team to independently consult, design and manage the appropriate descriptive, discrimination, shelf-life and consumer guidance testing to meet business needs and enhance product knowledge
* Ensure that team interpret test results with a view on project objectives and consumer expectations, providing insights and development recommendations aiming to promote Consumer First Design
* Show strong leadership and coaching capabilities to build high performing talent with focus on strong Sensory, Quality Sensory, Product Guidance and Product Stability expertise
* Develop, deliver and execute market research and insight plans that support the brand strategy and performance
* Manage primary market research design and execution (including vendor/project management) with minimal supervision
* Compile and analyze secondary marketing and/or sales data (including identification and appropriate use of data sources)
* Provide brand and market evaluation, interpretation, and communication of results synthesizing key data and insights spanning a host of different sources and types of data
* Create insightful reports and presentations that clearly and succinctly highlight the actionable insights combined with business implications/strategic & tactical options

## Qualifications for insight manager

* Extremely strong understanding of research and analytical processes
* Extremely strong analytics skills
* Experience in delivering integrated insight using a range of techniques and data sources
* Traffic and pipeline management - establishing clear prioritisation process for new insight needs
* High levels of intellectual curiosity and demonstrable track record of growing their skills and capabilities
* 5+ years of experience in marketing research or consulting position