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# Example of Insights Associate Job Description

Our growing company is searching for experienced candidates for the position of insights associate. 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 insights associate

* Analyze market research results and assist in preparation of internal documents and presentations outlining key findings
* Craft clear, actionable marketing and customer insights
* Perform ad­hoc analysis to predict, measure and interpret business trends, experiment results and inform key decision­-makers
* Conduct market research and/or desk research to derive insights and inform client decision making
* Develops strategic market research plan for rheumatology/dermatology and future therapeutic areas
* Proactively collaborates with U.S. , Sales, Medical Affairs, and other internal business partners to determine information and analysis needs
* Interfaces with Data Analytics, Marketing, and external vendors to track key performance indicators using secondary data and primary research to monitor performance, assess marketing strategies, and provide insights and guidance to marketing decisions
* Forecasting (driving assumptions, NOT modelling)
* Other business analytics
* Leads day-to-day activities of a group of team members, ensuring timely completion and strategic soundness of decisions

## Qualifications for insights associate

* Knowledge of Relational (SQL-based) databases a plus
* 2+ years of experience having some responsibility for data analysis and reporting
* Proven ability managing multiple data sources and synthesizing data
* Generate regular campaign reports to drive on-going improvements while the campaign is in-flight comprehensive wrap up reports that indicate level of success, learnings and recommendations
* Monitor the competitive environment, as needed, to provide updates on key competitors
* Undergraduate degree in economics, business statistics or a relevant area of study required, MBA preferred