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# Example of Insights Associate Job Description

Our innovative and growing company is looking to fill the role 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

* Establishment and maintenance of appropriate primary market research and competitive intelligence resources the management of all vendors engaged to provide these resources
* Recruitment, on-boarding and training of any future direct reports
* Partner with colleagues across NYL (Marketing, Product, Underwriting, and Agency) to understand their business challenges
* Lead strategic research projects that will focus on answering some of the core demographic, behavioral, and psychographic questions in our business and industry
* Identify appropriate survey approach, methods, and vendor partners
* Support data and analytics function in measurement projects
* Identify key business issues within assigned categories and suggest possible solutions
* Participate in advanced modeling projects such as Marketing Mix and Assortment studies through third parties
* Participate and possibly lead ongoing organizational training to ensure the organization is able to make data driven decisions
* Report on key metrics for in-campaign performance related campaign health and identified KPIs

## Qualifications for insights associate

* Interest in marketing/communications, markets/economy, and asset management strategies/products
* Fast and efficient project manager
* Offers innovative and effective means of communication
* Basic marketing research concepts, practices and procedures and their application to assigned functional area
* Syndicated– As a complement to their experience from CPG or a Services company, this candidate may have operated in a Research/Insights role for a major, syndicated data company (Nielsen, Symphony-IRI, Experian, Harris, IPSOS), a major, custom research firm (NPD, Millward Brown, Burke, TNS), or an Analytics/Research role for a boutique firm specializing in Customer Satisfaction (J.D
* Ability to work on multiple critical projects simultaneously