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# Example of Manager, Consumer Insights Job Description

Our growing company is searching for experienced candidates for the position of manager, consumer insights. 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 manager, consumer insights

* Builds strong relationships & partnerships at the VP/Executive Director level and below within the Global Marketing Organization
* Drives integration of consumer insights into strategic initiatives and tactical executions where appropriate
* Builds relationships with identified vendors to achieve the most efficient, actionable research plans to meet specific goals
* Create and present research plans and analyses to all levels of the Marketing team
* Responsible to deliver strategic insight to the business on consumers, market and brands
* Respond to client RFPs by translating requests and creating targeted presentations
* Access syndicated research and internal analytics tools to extract data and provide analysis and insight
* Deliver timely, competitive audience insights to sales following the release of monthly comScore data
* Identify business trends and revenue opportunities through market intelligence
* Monitor consumer trends and habits and proactively communicate learnings internally

## Qualifications for manager, consumer insights

* Proficiency with Adobe Omniture SiteCatalyst, comScore
* Proficiency with Sparq, a plus
* Excellent communication skills and confidence to deliver key findings to various internal and external stakeholders
* Excellent written and oral communication skills and confidence to deliver key findings to various internal and external stakeholders
* Strong desire to collaborate and communicate effectively in all directions
* Capacity to manage multiple projects simultaneously while maintaining a strong client service orientation