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# Example of Manager, Consumer Insights Job Description

Our growing company is looking to fill the role of manager, consumer insights. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, consumer insights

* Leadership/ active member role in development of brand architecture for new/ existing brands
* Experience moderating qualitative discussions
* Product development/ sensory sciences/ product testing knowledge
* Background in Social Sciences
* Collaborates with the key Product Marketing and Brand Marketing leaders to seek market positions that include a clear competitive frame-of-reference, and plans that are anchored in Insights
* Supports development and execution of strategic initiatives, working closely with Product Marketing and Brand Marketing
* Leads ongoing assessment of spending and modeling impact on revenue
* Understand business objectives, to help determine research priorities and best methods of execution
* Create RFP’s and vet agency partners for new projects as needed
* Identify resources of existing insights, within Tenet and from external sources, to most effectively gain actionable intelligence without reinventing the wheel

## Qualifications for manager, consumer insights

* Expert in researching entertainment content, be it games, television shows or film
* Experience being highly embedded with content development or marketing internal clients
* An inclination to synthesize and tell stories
* A scrappy, hands-on mentality
* Well organized and able to prioritize to meet tight deadlines
* Quick learner, team oriented and enjoys working in a fast-paced environment