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# Example of Manager, Consumer Insights Job Description

Our innovative and growing company is searching for experienced candidates for the position of manager, consumer insights. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager, consumer insights

* Provide qualitative and/or quantitative findings and recommendation to a diverse audiences, among all levels of the organization
* Combine data from multiple primary and secondary research sources to develop a comprehensive view of the customer experience
* Work with outside vendors, managing day-to-day operations, coordinating research projects
* Provide all deliverables within determined timeframes and on budget
* Define and deliver the Consumer Insights and Analytics roadmap in consultation with key stakeholders to deliver to the business strategy and BAU priorities
* Scope, prioritise and lead the Consumer Insights & Analytics team's delivery of business-critical product, marketing, consumer, customer & campaign analytics
* Implement a continuous improvement culture in the Consumer Insights & Analytics team to drive simplification
* Provide subject matter expertise to support key strategic projects
* Aids decision making through rigorous analysis that integrates a spectrum of internal and external resources
* Helps drive a culture of deep, target consumer understanding and empathy that becomes internalized by business partners (marketing, merchandising, product design, brand environment and GSO), and becomes a foundational element for key decisions and the go-to-market process

## Qualifications for manager, consumer insights

* Survey tools
* Familiarity with IRI/Nielsen scanner and panel data
* Minimum 6 years in a strategic insights role
* Bachelors degree in Market Research or other related area (business, communication, marketing)
* A passion and curiosity for understanding the consumer
* Ability to connect the dots and synthesize insights from numerous data sources