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# Example of Marketing Insights Manager Job Description

Our company is looking to fill the role of marketing insights manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing insights manager

* Develops digital analytics best practices, customer data analysis methods and campaign optimization plans
* Lead and manage marketing research & analytics efforts with external and internal resources to develop and share actionable data-driven insights across APZ and drive the integration of the insights into cohesive strategies with our Marketing & Sales teams
* Work with key partners to evaluate social reach and sentiment
* Work with our CRM team and developers to tailor in-game and out-of-game messaging to players
* Have an objective take on how marketing impacts player behavior, as measured by DAUs, retention metrics, and ultimately sales (with a focus on digital)
* Provide customer and market insights to Sales and Marketing ensuring key decisions are based on appropriate understanding of the internal/ external context and collaborate with Sales and Marketing to set and manage priorities
* Provide branch performance analysis and segmentation insights to Sales in support of targeted strategic and tactical business growth plans and
* Translate organizational vision and values into strategic and tactical plans
* Work with sales and marketing informing them of the key trends and actionable insights for the various businesses and cultivate relationships that build trust and facilitate necessary levels of communication, cooperation, examination, advocacy, syndication, and implementation of strategies, leading to maximum potential success
* Interprets industry and historic customer data and trends to provide insight into both completed projects strategy for future efforts

## Qualifications for marketing insights manager

* Knowledge of print and digital research tools (MRI, Ad Measure, AAM, PIB, comScore, Omniture)
* The successful candidate will have at least 10 years of experience as a hands-on, market research professional at strategic research consulting agencies or entertainment and consumer facing companies
* Deep understanding of quant data and how to interpret, report and craft into actionable insights
* The ideal candidate will thrive on wanting to know why consumers act and feel the way they do, loves sharing this understanding with others, and is known for accurately predicting consumer behavior and reaction
* Ability to work closely with others across functions & with external agencies
* University degree (BA, BS)