



Example of Consumer Insight Manager Job Description

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

Responsibilities for consumer insight manager

- Translates marketing objectives into research objectives
- Recommends research methodologies/ approaches and vendors
- Is aware of what is going on in terms of new and innovative Marketing Research tools, and
- Establishing on-going relationships with trend agencies to identify new trends across a broad spectrum, effectively, quickly and ensure relevancy to the business
- Pro-actively seek out new trend agencies and connections to supplement our existing portfolio of sources, with a focus on emerging markets
- Building effective and collaborative relationships, to understand trends requirements from brand teams and leverage outputs fully
- Contributing to the development and organisation of events that bring trends and best practice marketing innovation from other industries to life
- Supporting Consumer Planner with project management of ad-hoc research studies, in areas including but not limited to strategic/positioning research, consumer closeness & ethnography, consumer segmentation & targeting, communications, packaging, innovation & NPD
- Develop and lead holistic, comprehensive research plans for both existing products and new products from scoping, concept development, screening, optimization, product guidance, confirmatory in-home product testing and post-launch analysis, packaging graphics and structure, advertising testing and

Qualifications for consumer insight manager

- Lead the planning and execution of the technical claims programme for a portfolio of global projects using a range of tools to maximise the products' messages to consumers
- Work closely with a range of partners (Brand Development, Legal and Regulatory) to ensure products' claims are robustly supported with technical and consumer understanding and compliant to laws and regulations
- Graduate degree in Sciences or Social Sciences
- Products' claims development and technical support
- Creativity on use of language and good articulation skills
- Consumer insight generation