



# Example of Consumer Insight Manager Job Description

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Our company is growing rapidly and is hiring for a consumer insight manager. 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 consumer insight manager

- Shape and deliver critical consumer insight for Vaseline projects, distilling information from primary and secondary research or delivering original research, with clear recommendations and actions the business should take
- Develop smart CMI project plans, against budget, to identify key opportunities, shape amazing concepts, define brilliant products, packaging and effective communication that drives sales and equity
- Offer foresight rather than just insight, by proactively identifying consumer and market trends, using these to deliver strategic and tactical opportunities for the business
- Build robust partnership with Vaseline partners in both Singapore and the US to deliver efficiently and be a source of effective challenge
- Work closely with the local CMI teams and COEs on local learning and innovation plans and integrate thinking into building global brand strategy
- Build strong partnerships with agencies, experts and COE partners to ensure strong research plans that can be implemented at speed and on budget
- Work seamlessly with the Skincare, Vaseline and Personal Care CMI teams to maximise personal and team development, with shared learnings and interests
- Provide Local China Growth intelligence with a special focus in one or few categories, incl
- Responsible for China Business regular analysis and MWC China LT specific

V updates and all updates to MWCUS leadership in sync with the business calendar

- Collaborate closely with the Global CMI Market Intel & Channel Insights team to align best in class reporting and analytics

## Qualifications for consumer insight manager

- Broad experience with research techniques and approaches (quantitative / qualitative), and willing to always push for latest innovation and thinking (eg
- Familiar with syndicated panel or sales datas (eg
- Leads consumer insight into core country category business team agenda of strategy, Sales & Operations Planning, innovation deployment, Communication deployment, Net Revenue Management
- Minimum 7 years of experience in regional consumer insights, planning & research, or corporate strategy
- Insurance or Financial Services experience is preferred but not a must
- Knowledge in customer segmentation, pricing, conjoint analysis, customer experience (NPS) is preferred