



# Example of Consumer Research Job Description

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Our company is hiring for a consumer research. 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 research

- Pull reports and conduct analysis of HomeAway data, collaborating with the HomeAway business intelligence team as needed
- Work with HomeAway's market research team to conduct surveys and analyze results
- Help teams set, measure and report KPIs
- Oversee media coverage tracking and reporting to pinpoint insights, information and trends and inform leadership in general
- Delivers relevant and actionable market research and consumer insights to identify or quantify opportunities aligned with strategy and provide an objective view of the market, opportunities and strategic landscape
- Responsible for the creation and delivery of a Consumer Insights roadmap that evolves the organization into a competitive advantage
- Provides direction and strategic oversight on business decisions from ongoing customer perspective and feedback
- Oversees management and utilization of customer and external panels
- Designs, implements, and monitors consumer research studies, coordinating activity with external market research companies and appropriate internal resources
- Leads the analysis and presentation of research findings and provides recommendations for brand-building actions

## Qualifications for consumer research

- Ability to analyze and draw insights from a variety of primary and secondary research sources including
- Passionate in beauty or has high curiosity in the beauty industry
- Possess superb analytical skills & logical thinking – can think on his/her feet
- Work within our leading Consumer goods research team on the publication and presentation of insightful high-impact research reports on the sector and its constituent companies
- Provide support on currently covered European Consumer stocks