



Example of Customer Insights Manager Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking for a customer 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 customer insights manager

- Manages all research needs including but not limited to recommending methodology and quality standards for both brand and product research in accordance with accepted best practice guidelines and business needs
- Creates visual presentations and reports based on research that will guide the business' strategic decisions
- Leads overall brand campaigns, which may include mass media, to increase brand awareness and reinforce the brand promise
- Plans and executes internal PR campaigns and events to increase associate awareness of key company initiatives
- Manages all public relations needs to support business strategy, this includes working with an external agency to plan events and issuing press releases
- Manage day-to-day operation of United's Voice of Customer platform, including responses from Customer Satisfaction Surveys and customer comments
- Analyze and generate actionable insights from structured and unstructured data
- Effectively manage active projects to help ensure that all engagements are delivered at or above stakeholder expectations
- Collaborate with internal teams to review feedback and insights, recommend changes for implementation, and action on those that deliver a positive, consistent and seamless customer experience

Qualifications for customer insights manager

- Proven ability to think and operate at a strategic level, however comfortable with details and tactical thinking
- Experience and expertise in a broad range of research approaches, leveraging panels, online/mobile, prototype research, usability studies, user experience research, communication and concept testing
- Demonstrated leadership and ability to lead and influence a cross functional team
- Able to lead and manage multiple projects at once
- Optimistic and positive approach to problem resolution
- Confident interacting and presenting to Senior and Executive level management