



Example of Insights Consultant Job Description

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Our company is growing rapidly and is hiring for an insights consultant. 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 insights consultant

- Oversees the maintenance of a management information platform for brand metrics leveraging brand tracking research
- Employs excellent writing skills to create persuasive documents and presentations for senior leadership audiences
- Work closely with peers on the Science of Marketing team, collaborating on various research and analytical projects to uncover and present new brand insights in a compelling and influential manner
- Contribute to development of global insights and marketing community by exploring new methodologies across industries and geographies, and helping managing local and global project scopes and vendors
- Risk management and compliance of all aspects of the research programs
- Help lead and manage our insight tools and community panels, our insights knowledge management engine
- Partner with the Director of Consumer Insights to set an organizational VOC vision, including a roadmap and action plan
- Collaborate with Listening Post owners to refine and improve the organizations VOC capabilities
- Design and implement surveys that ask the right questions of different segments of consumers and customer (supporting the B2B business in survey design) at moments of truth across the consumer journey and track consumer perception of the experience
- Gather and integrate unstructured data from various listening posts

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- MBA with bachelor's (and often graduate) degrees in engineering, business, psychology or physical/life sciences with a strong academic record
 - In lieu of an MBA or PhD, 5-8 years of relevant work experience may substitute
 - 5+ years of prior relevant work experience, preferably in marketing research or a consultative role
 - MBA with bachelor's (and often graduate) degrees with a strong academic record in business, economics, marketing, psychology, physical or life sciences, engineering, applied math, statistics or related fields
 - 3-5 years of pre-MBA work experience
 - Effective oral and written communication skills that enable personal impact with senior-level decision makers