



# Example of Insights Consultant Job Description

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Our company is hiring for an insights consultant. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for insights consultant

- Craft and tell compelling stories around commonalities and themes found in the VOC data
- Act as a key liaison between marketing, product, call center and other team stakeholders, establishing a structure for regularly sharing VOC insight
- Create and manage key VOC dashboards – tracking and explaining customer experience ratings scores, customer feedback and sentiments, key drivers and other relevant KPIs
- Make an impact on improving consumer experience by collaborating, engaging and influencing business and customer experience improvement initiatives
- Develop research plans and identify appropriate research techniques to obtain customer insights needed for various projects
- First, you will support the design and delivery of advanced statistical / machine learning projects for clients, such as developing algorithms to find undiagnosed patients with rare conditions
- Second, you will support business development initiatives, including qualifying leads from clients, writing proposals and supporting the head of the Predictive Analytics team in client pitches, Throughout, you will work closely with internal stakeholders from around the business to ensure the proposed solution is truly innovative and provides an exciting value proposition to clients
- Manage day-to-day client relationships through face-to-face discussions, workshops, conferences, telephone, email and written reports

- Set meeting agendas and lead client calls

## Qualifications for insights consultant

- 2 - 4 years of relevant post-collegiate job experience, preferably gathering and analyzing data (market research industry experience preferred)
- Experience with relational databases (MySQL, MS Access)
- Up to 3 years of post-MBA relevant work experience, and 3-5 years of pre-MBA work experience
- Candidates should be about to enter the final year of an MBA program and possess a bachelor's (and often graduate) degree in business, economics, marketing, psychology, physical or life sciences, engineering, applied math, statistics or related fields with a strong academic record
- Bachelor's (Master's preferred) in Human Factors, Market Research, Social Psychology or relevant
- 5 years of Market Research experience within a global corporate environment