



Example of Manager, Consumer Insights Job Description

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Our company is looking for a manager, consumer insights. 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 manager, consumer insights

- Lead relevant research & insights (eg- surveys, user testing, competitive analysis) that helps define consumer & business needs with a focus on understanding key above market and market specific needs – leading to actionable insights and recommendations
- Establish reporting and action framework for key business & consumer flows like product returns
- Utilise our full tool suite and help develop other tools that help us gather insights
- Organize and coordinate research being executed & managed by third party vendors
- Manage, coach, and develop team members to drive a self-service mentality for recurring analytics tasks
- Work closely with the EU analytics team, ensuring we're taking a consistent approach across the market to KPIs and data
- Lead recurring meetings/updates with our team on business performance & opportunities, helping to drive action within their respective areas
- Act as the data-ambassador within the team, continuously driving home the importance of validating pre/post and during changes across the consumer experience
- Support in the prioritisation of AB testing and the evaluation and recommendations for next steps stemming from the results

Qualifications for manager, consumer insights

- You have demonstrated ability to create high-quality work in a fast-paced environment, manage multiple projects and incorporate feedback
- You have demonstrated ability to clearly communicate design priorities and principles to a variety of stakeholders
- You have working knowledge of HTML and CSS, and motion graphics design experience a plus
- You are driven to create and innovate around insights as content
- Step up shopper insights to nourish category vision
- Identify key levers of beauty e-commerce growth