



Example of Manager Insights Job Description

Powered by www.VelvetJobs.com

Our company is looking to fill the role of manager insights. 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 manager insights

- Act as a consultant to the Corporate Integrated and Digital Sales staffs, and partner with those groups to build compelling case studies that marry analysis with storytelling
- Explain custom research capabilities for digital, print and cross media projects while interfacing with and training sales & marketing staffs
- Enhance the case study portfolio and generalize learnings by collecting, expanding and organizing our case study library to serve as an insights resource
- Seek and evaluate new suppliers, lead pilots with new partners and services, manage and evaluate supplier performance and make recommendations to senior research management
- Improve understanding of the customer behaviors/needs
- Evaluate campaign performance
- Working with the National Sales Markets Coordinator, interface with various Product areas (Mutual Funds, Capital Markets, Structured Products, Annuities, Advisory,) with the goal of increasing volume and type of investment content regularly submitted to the 3D Insights platform for consumption by Financial Advisors
- Partner with Product areas to offer education, build awareness of enhancements and initiatives to the 3D Insights platform, and drive appropriate adoption
- Interact with Product areas to provide feedback on efficacy and impact of

- Partner with technical resources to develop new capabilities for 3D Insights Engine including advanced screening criteria and interface improvements

Qualifications for manager insights

- Five plus years of financial services related data management and reporting experience
- Ability to converse with and influence key external and internal constituents including decision-makers, business partners, co-workers with whom no-direct reporting relationship exist, and members of the Senior Leadership Team
- Excellent innovation, interpersonal, and communication skills required
- Bachelor's degree (BA or BS) in related field (business, marketing, research, social sciences,) is required
- MBA, or degree in anthropology, sociology, behavioral economics or social psychology a plus
- 3-5 years in account management/client service/analytics role within online advertising (5 to 7 years preferred)