



Example of Manager Insights Job Description

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Our company is growing rapidly and is looking to fill the role of manager insights. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for manager insights

- You will work closely with the Engineering team
- Communicate with clients to understand their needs
- Drive growth and business results by embedding shopper understanding into the organization and providing actionable insights that support Sales strategies and recommend concrete actions
- Develop SI China annual action plan, via mapping Sales priority with shopper research competence
- Lead shopper insight learning progress for cross categories/snacking, and initiate new studies to better understand shopper and their purchase environment from offline to online
- Partner with category insights to embed knowledge of the shopping process into the business to help accelerate growth
- Connect the dots from multiple sources with shopping and business knowledge to give clear understanding of present and future growth drivers across priority RE's
- Drive ad-hoc research as needed by Global and Regional marketing teams the EMEA leadership team – for example, qualified customer surveys and concept testing
- Active participation in weekly analytics meetings where business partner ask questions
- Maintain, create and publish KPI Dashboards

Qualifications for manager insights

- Prior technical experience with database development and management a plus
- Prior experience working with technical resources to translate end user needs into Business Requirements for development by assigned coding resources
- At least one year of experience communicating and presenting to senior leadership teams
- Advanced Excel capabilities with the ability to manipulate large data sets
- Overseeing project management and innovation of a global community of brand fans to generate greater levels of insight