



Example of Manager Insights Job Description

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Our company is hiring for a manager insights. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager insights

- Work closely with supplier to improve sales reporting capabilities by streamlining resource application data into review/reporting
- Conduct market research studies
- Analyze LINE internal data to pull relevant user behaviors and insights
- Monitor progress of research projects to ensure that the project is finished on time and achieve the goals set
- Distill research into insights that drive/influence business decisions and strategies
- Work with strategy and HQ teams on data analysis and insights-based initiatives
- Ensure the marketing insights and information platform (processes and systems) are fit-for-purpose to support informed decision making
- Develop and maintain comprehensive competitive analysis, gathering information and reporting about market performance and consumer insight
- Provide related tactical and strategic consultation and guidance to the management team on consumer knowledge to support business decision making
- Effectively manage external suppliers, eg

Qualifications for manager insights

- Knowledge of the TV/entertainment media sector is beneficial but not essential
- Proficient with Microsoft Office applications, especially PowerPoint and Excel

- Proficiency with relevant measurement services and systems including Nielsen's NPOWER, Lake5 Media, DBM, FB Business Manager, Adobe Audience Manager
- Bachelor's or MS degree in quantitative field like Statistics, Computer Science, Engineering, Mathematics or related field required
- Ability to work within a matrixed partnership environment and manage and motivate individuals outside of direct reporting lines strong teaming and networking skills