



# HOW TO HIRE A... CONSUMER INSIGHT MANAGER

Consumer insight is part of the growing market research sector (in the UK, the research sector has grown by 24% in the last 4 years and now employs nearly 73,000 people). But unlike traditional market research, which tends to focus on ‘what’ is happening in markets, ‘Insight’ concentrates on ‘why’ consumers, customers or shoppers behave how they do particularly in relation to brands, products or services.

If you’re planning to hire a new Consumer Insight Manager, attracting and evaluating candidates can be tricky, particularly if you don’t have a background in market research or insight. This guide outlines the typical responsibilities, qualifications, experience and skills a Consumer Insight Manager will need, to help you build a job description or set criteria for comparing candidates.

The Consumer Insight Manager role can vary significantly depending on the needs and focus of the organisation. These jobs may include only some or all of the elements listed below. Roles also differ in their level of seniority.

If you need any more tailored advice on your specific role, please get in touch and we’ll do our best to help.

## ABOUT THE ROLE

There are a variety of different job titles that span similar remits and responsibilities as a Consumer Insight Manager, including:

- Customer / Shopper Insight Manager
- Market / Category Insight Manager
- Consumer Planning Manager / Consumer Planner

The primary mission for most Consumer Insight Managers is to find out what consumers/customers of the company’s products or services need or desire; what they are currently not getting or what might get them to be bigger users of the products or become more loyal. The ‘bigger picture’ is all about looking for areas to target that will help drive the company’s business performance.

Consumer Insight Managers use a wide range of data to identify insights. This includes quantitative data collected through market studies, consumer surveys/questionnaires and retail purchasing data, alongside qualitative data often collected in focus groups and interviews carried out face-to-face or on-line. In addition, insight managers sometimes use observational techniques watching how consumers or shoppers behave in certain situations. All this data is collected and analysed by insight managers; their recommendations used to enable marketers to make marketing and business decisions.

## TYPICAL RESPONSIBILITIES

- Functioning as consumer advocate to represent consumer’s voice in business decisions.
- Working with marketing & commercial teams to identify the key insights required to guide key business initiatives.
- Developing a cost-effective insight & research programmes to fulfil decision making needs using different methodologies, most frequently collected on-line.
- Working with marketing teams to shape the strategic plan based on consumer insight.
- Managing relationships with external agencies or consultancies who carry out research and supply data.
- Producing regular internal reports on category and brand performance for key markets.
- Presenting insights to internal stakeholders across the organisation, particularly marketing and commercial teams.
- Producing ad-hoc analysis on key business issues as required, including managing data queries.

# QUALIFICATIONS & EDUCATION

- Ideally but not essential, a degree in a relevant field, such as Marketing & Advertising, Business or Psychology.
- A relevant qualification such as those offered by the Market Research Society or Chartered Institute of Marketing can be useful, although employers should bear in mind that many insight and marketing specialists may not hold specific qualifications and are qualified by experience (QBE).
- Business standard English, both verbal and written.

## EXPERIENCE

- Consumer Insight Managers typically start off as Market Researchers in specialist agencies before moving into a role on the client-side. They will generally also have the following experience:
- Commercial experience of working within a research-led environment, often gained in an FMCG or leading brand-led business
- Previous experience of using a wide variety of methodologies to run research projects from beginning to end
- Able to turn data into insights and then recommend business and marketing actions
- Proven track record of using insight and research findings to add value to business decisions
- Understanding of the principles of consumer marketing and value of brands marketing and value of brands

## KEY BEHAVIOURS & SKILLS

- Highly numerate with excellent analytical skills
- Ability to translate data analysis into actionable insights
- Strong 'story-telling' skills with excellent written and verbal communication; the ability to build a picture out of numbers
- Able to build highly effective working relationships with other functions across business and external suppliers
- Passion for data analysis - spotting trends and issues and opportunities with a drive to get results
- Intellectually curious with strong creative problem-solving skills

## SALARY RANGE

Typically £40,000 - £50,000

or £55,000 - £70,000 for senior manager roles and £80-100,000 for head of team or director level roles

Roles within major companies often include a discretionary bonus scheme and a cash car allowance



# TIPS FOR RECRUITING CONSUMER INSIGHT MANAGERS

If you're struggling to find the right candidate for your role, consider these suggestions:

- Emerging new technology is enabling insight that is deeper and more effective, making consumer insight a much more important role within marketing teams. The increased demand this is creating for experienced Consumer Insight Managers is driving salaries. To attract the right person, you will need to be competitive with salary, bonus & benefits.
- Presenting insight findings in becoming an increasingly key part of Consumer Insight roles, changing the typical profile of employees in this area from introverted data analysts to more extroverted communicators. You may want to ask your interviewees to prepare a presentation for the second interview stage.
- You may decide to include some sort of assessment to measure candidate's ability to analyse data and turn it into insight. This could form part of the interview or be something you ask the candidate to do beforehand.
- Consumer Insight Managers need to be able to present findings based on high quality, well-prepared data, but they also need to be commercially aware. During the interview process, it's a good idea to spend time drilling down to the commercial priorities and business constraints of their previous employer, to see if the candidate really understands how the company works.

## ABOUT THE TARSH PARTNERSHIP

Founded in 2006, the Tarsh Partnership has successfully filled thousands of marketing roles across the UK, the EU and beyond.

We cover all types of role, from Marketing Assistant to Marketing Director.

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