Job Description

Job Title	**Consumer Insights Analyst**	**Date**	March 2013
Department	Consumer Insights	**Type**	Full time
Reports to (title)	Consumer Insights Manager		

Purpose
Apply strong skills in quantitative data analysis to the in-house production of research and show leadership in the field of analysis of research data.

Primary Focus - Responsibilities/Activities	**Estimated Annual Time**
Program and test online surveys using SurveyMonkey and QuestionPro and online qualitative tools	10%
Manage online data collection including extracting participant lists from the CRM	5%
Conduct cleaning and processing of raw data collected by Consumer Insights	10%
Design analysis through consultation with Consumer Insights and other stakeholders; advising on methods of statistical analyses and their relevance	10%
Analyse data using SPSS and Excel including cross tabulations and on occasion multivariate techniques	40%
Prepare data outputs/reports in Excel for CI and other stakeholders	20%
Consult with stakeholders during quality control process following analysis	5%

Role in Business Process	
Results	The role is accountable for providing services that are: • accurate and of high quality • timely including meeting deadlines as agreed • well thought out and thorough
Position Scope	The Consumer Insights Analyst is a crucial role that is relied upon for setting up and managing online data collection and advising on, conducting and reporting analyses. They are also responsible for applying established processes and templates and for providing expert advice to the organisation.
Strategy and Development	The Consumer Insights Analyst is accountable for delivering services to meet the needs of the Content, Campaigns and Management stakeholders in line with strategic objectives.
Decision Making	The Consumer Insights Analyst is responsible for decisions related to the day to day execution of the data collection and analysis stages of research projects. This position is responsible for delivering according to the Consumer Insights schedule of work which provides a roadmap of projects.

This description has been designed to indicate the general nature of work performed by employees within this position and in no way limits the Company in allocating additional accountabilities to the role. The actual duties, responsibilities, and qualifications may also vary based on assignment or group.

Communication /Business Relationships.	Regular communication and coordination with the Consumer Insights team to determine the scope and outcomes of relevant stages of projects, including some communication and follow up with internal stakeholders in other departments. Communication with external suppliers may be required on occasion. The Consumer Insights Analyst needs to work closely with the rest of the Consumer Insights team, providing back-up where required.
Fiscal responsibilities	Deliverables that meet agreed project parameters.

Position Profile	
Experience (min. requirement)	5-7 years of related experience, preferably in agency or insights roles.
Requirement	Experience in analysing quantitative research data using SPSS and MS Excel .
Education & Training (min. requirement)	☐ HSC ☐ Diploma ☒ Degree ☐ Master's Degree ☐ Professional Training / Certification ☐ Other
Education & Training Field(s)	Degree in Psychology and/or Marketing and/or Applied Statistics and/or Social Science; or a related field that covered research methods / statistics

Knowledge, skills, and abilities	<u>Knowledge:</u>
	• Up to date knowledge of the latest data analysis approaches
	• Robust understanding of when and how to apply quantitative data analysis techniques
	• Knowledge of data collection methods and their use
	• Understanding of how to manage online data collection
	
	<u>Skills</u>
	Required:
	• Can understand and work with large sets of numeric data including designing and analysing basic as well as more bespoke cross-tabs and applying multivariate analytical techniques such as regression, factor and cluster analysis
	• Excellent skills with SPSS
	• Excellent skills with Excel
	• Moderate skills in other MS Office applications
	• Strong written and verbal communication skills
	• Track record in planning and managing time to:
	  ○ deliver to agreed quality standards
	  ○ meet deadlines
	  ○ manage multiple projects simultaneously
	  ○ work under pressure
	Preferred:
	• Web based survey programing skills (CHOICE currently uses SurveyMonkey and QuestionPro)
	• Experience with Netsuite CRM or Sitecore CMS
	
	<u>Abilities</u>
	• Pays excellent attention to detail
	• Able to think analytically
	• High level of numerical literacy
	• Able to work independently to achieve outcomes
	• Can quickly understand and assimilate new information
	• Able to learn new skills/programs quickly
	• Works within a team collaboratively when required

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CHOICE Organisational Values	Our organisational values shape the way we work. All CHOICE staff need to demonstrate the following values: • Open & Honest • Mutual Respect • Simplicity & Clarity • Can Do • Inquisitive	As an organisation, CHOICE delivers: • Excellence • Trust • Independence • Integrity

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