

Job Description

Job Title	Consumer Insights Manager	Date	December 2013
Department	Consumer Insights	Туре	Full Time. Permanent Part-time - 4 days per week considered.
Reports to	Director of Marketing, Consumer Insights and Membership		

Purpose

The purpose of the role is to lead the Consumer Insights function and team (CI Team). The Consumer Insights Manager will contribute by leading the team and working cross-functionally across the organisation - applying strong analytical and core research skills, developing insights and making recommendations to ensure CHOICE maximises the benefit of our research for consumers.

Primary Focus - Responsibilities/Activities	Estimated Annual Time
Consult and collaborate with business stakeholders at all levels and management of external agencies as required. Develop and design research options; provide strategic input to business projects; generate and present research insight including strategic implications for CHOICE. Ensure all activities managed within allocated budget.	20%
Develop, plan, manage and deliver an annual program of research and internal communications to help CHOICE understand its customers and the external consumer environment to support management in strategic and tactical decision making.	20%
Manage a program of research based on the needs of core CHOICE teams including the Campaigns and Communications team, the Product Content and Testing (PCT) team and the News and Investigations team.	20%
Provide consulting and participate in strategic planning activities across the organisation as the 'voice of the consumer' and to guide the appropriate use and interpretation of data.	20%
Team leadership of the Consumer Insights team, providing regular reviews and feedback to develop all aspects of performance. Provide project-based coaching and mentoring to maximise the team's success working with stakeholders and suppliers, designing research methodologies and questionnaires, setting up online research, coordinating and project managing research, analysing and interpreting results and reporting.	20%

Role in Business Process		
Results	Manage the CI team, external agencies and suppliers and the Consumer Insights budget to: • maintain a professional and ethical standard of research; • generate maximum volume of output within allocated resources and deadlines; • deliver excellent performance and actionable insights.	
Position Scope	The Consumer Insights Manager is responsible for ensuring CHOICE has a strong understanding of the external consumer environment and understands its own users, customers and members. The Consumer Insights Manager is also responsible for delivering original research to campaigns and content that fits the organisation's strategic objectives.	

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.

Strategy and Development	The Consumer Insights Manager represents the consumer's voice in the organisation. The position reports into the Marketing Director and is a critical role that supports the Senior Management Team (SMT) for generating insights; from research that informs the development of business strategy to guiding innovation and audience insight.
Decision Making	The position is accountable for determining the required research methodology to deliver on any research need. The Consumer Insights Manager is also accountable for how research information and insights will be communicated into the business and used by the business, in collaboration with the Marketing Director.
People Management	The Consumer Insights Manager is responsible for managing two Consumer Insights Researchers; including their development, performance reviews and regular feedback, setting SMART objectives and succession planning. In addition the position is responsible for ensuring the team delivers to agreed requirements throughout the wider business.
Communication / Business Relationships.	The Consumer Insights Manager will build cross-functional relationships, ensuring all CHOICE staff understand key member insights and are well versed in research-based business frameworks, such as the CHOICE audience segmentation approach. The position is accountable for ensuring that all staff members have an opportunity to understand the external environment and will therefore have strong presentation and communication skills. The Consumer Insights Manager is required to collaborate and deliver results and insights to all parts of the organisation - including the CHOICE Board, Senior Management Team and Leadership teams and all staff, as required.
Fiscal responsibilities	The Consumer Insights Manager is responsible for managing CHOICE's research requirements within the allocated CI budget and business processes.

Employee Profile		
Experience	7+ years of related experience	
Requirement	 Proven people, agency and supplier management experience Proven stakeholder management experience Involvement with the development of organisational strategy 	
Education & Training (min. requirement)	☐ HSC ☐ Diploma ☐ Degree ☐ Master's Degree ☐ Professional Training / Certification ☐ Other	
Education & Training Field(s)	Member, Australian Market and Social Research Society of Australia	
Knowledge, skills, and abilities	 Knowledge: Research methods (quantitative and qualitative) Quantitative data analysis techniques Data collection processes 	
	Skills Strong people leadership skills Strong agency and supplier management Stakeholder management Excellent written and verbal communication skills Excellent time management skills Advanced presentation skills to Senior Management and/or Board level Advanced questionnaire design skills	

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	 Advanced quantitative research skills Intermediate qualitative research skills Good project management skills and ability to manage multiple projects Required: Advanced skills in MSOffice (Excel, PowerPoint, Word) Basic skills in SPSS Preferred: Intermediate skills in SPSS Overall knowledge of web based survey programs (SurveyMonkey, QuestionPro) Experience with Netsuite CRM Experience with Sitecore CMS Abilities Demonstrated ability to provide strategic business insights from data Development and management of an annual project activity roadmap Demonstrated ability to communicate complex issues in simple ways Ability to understand and communicate insight from multiple view-points Proven ability and experience managing budgets and financial processes
CHOICE Organisational Values	 Ability to build strong working relationships Our organisational values shape the way we work. CHOICE organisational values are:
	We HELP each other, our members and all consumers
	We make an IMPACT with a mix of rigour and humour
	 We are fearless in finding TRUTH - we speak it, we hear it, we see it, we share it, we tell it & live it