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| **Role Description** |  | |
| **Job title:** | Customer research and insight manager | |
| **Reports to:** | Head of Marketing, AB Vista | |
| **Location:** | Marlborough, UK | |
| **Direct & Indirect Reports:** | n/a | |
| **Overall Purpose:** | As the customer research and insight manager at AB Vista your role will play an important part in our global marketing team. You will bring relevant insights and a strong understanding of customer needs, behaviours, and market trends. You will be responsible for gathering, analysing, and interpreting qualitative and quantitative data to support the marketing team for use in positioning, customer segmentation, and strategic planning. | |
| **Key responsibilities:** | * Management of an integrated market insight and customer-relationship management platform (market vision/D365 CE) * Support market leads and product teams to gather, analyse and interpret market data and insights for use in strategic business planning * Carry out customer market research projects, in line with company strategies and objectives. * Management and development of power BI dashboards for market analysis purposes * Support market leads and product teams with analysis of competitor activity * Bring and lead with new ideas for market and data technology platforms that can be used to assist market insight gathering and research such as AI. | |
| **Budgetary responsibility** | * Deliver, monitor and review insight and research activity within budget. * Vendor management and evaluation to deliver value for money with quality marketing research and reports. * Support the head of marketing and finance team with management of invoices and payment | |
| **Person Profile** |  | **Essential or Desirable** |
| **Qualifications /**  **Experience** | * Fluent written and spoken English * Bachelor’s degree in animal science or marketing * Experience with MS Office suits, Power BI and Microsoft D365/CE * Min. of working 3 years in a market insights, marketing or animal nutrition sector role * Data driven with the ability to manage complex datasets and integration of market data with other business data * Experience working with customer market research partners | E  E  E  E  D |
| **Behaviours:** | * Organised, flexible, self- motivated, pro-active and highly driven * Excellent communication and interpersonal skills * Works to a high standard and demonstrates ability to deliver solutions for marketing effectiveness * Comfortable working in a fast-paced team environment to deliver results in a timely manner * Proactively establish and maintain effective working team relationships cross functionally. * Effective team player * Adopts a growth mindset and is eager to learn |  |