

Consumer Insights Manager

Position Summary

Gorton's mission is to spread the goodness of the sea by making quality seafood accessible to all. As an insights-driven organization in a strong growth category, we are seeking an individual who can bring strategic thinking and an expert grasp of consumer and category research. You will oversee Gorton's strategic research objectives to uncover opportunities and drive initiatives, using qualitative and quantitative studies along with community and third-party data to uncover and synthesize actionable insights. Reports directly to the Director of Brand Development and Insights with two direct reports.

Role Responsibilities

- Provide an in-depth understanding of consumer, customer, and market to provide insights that are embraced, acted upon, and lead to business growth.
- Develop annual research plan ensuring that it is linked to strategic issues that drive towards growth.
- Responsible for methodology selection and budget management as well as staying informed of new methodologies and research approaches.
- Build an understanding of the ways consumers shop our categories in order to influence shelf sets, create selling stories, and share thought leadership with retailers.
- Identify key market and cultural trends relevant to business objectives. Develop insights to feed idea generation phase.
- Monitor consumer trends, keeping cross-functional teams informed of the latest developments. Develop a point of view on how today's trends will evolve in the future, how they will impact our business, and the opportunities they unlock.
- Manage relationships with various agency and research partners to improve quality and impact of insights.
- Support ad hoc requests for market and customer specific trends, consumer behavior/trends, and historical research information, managing requests for secondary and syndicated research as they occur.
- Works closely with internal Sales & Marketing teams. Will be the point person between insights, brand, sales, and finance.

Qualifications

- 5 years minimum experience in the consumer brand planning/innovation/brand/insights field, preferably at a CPG company, or a research supplier focused on CPG businesses
- Bachelor's Degree (prefer major in Psychology, Research, or Business) required; MBA/Masters in related field a plus
- Demonstrated ability to translate learnings into actionable insights and drive strategic initiatives. Well-developed use of Nielsen or IRI (scanning and panel). Solid grasp of statistical analysis
- Experience collaborating with innovation and product development teams
- Experience in establishing internal and external partnerships
- Highly efficient self-starter. Detail-oriented, with strong organizational and interpersonal skills, excellent verbal and written communication skills, a demonstrated ability to work independently and as part of a team – with an enthusiasm and passion for the job.

- Strategic and creative thinker with a solid working knowledge of a wide range of qualitative & quantitative techniques and best practices, as well as advanced survey design skills

Candidates must have permanent U.S. work authorization.

Gorton's is an Equal Opportunity Employer