



## Manager Consumer Strategy & Planning (m/f/d)

### Consumer Research and Analysis

#### KEY RESPONSIBILITIES

The main mission of the position is to let the organization understand our (target) consumers, their behavior and motivations, in order to know how to reach them and retain them in a highly competitive market. The following main tasks are waiting for you:

- Determine global consumer insights strategy; channel it in annual/strategic brand planning;
- Establish and lead structure of ongoing engagement with young adults to understand their requirements, habits and trends.
- Analyze consumer, brand and market data in a 360° perspective to find actionable insights for our brands.
- Determine their potential and their audience.
- Make recommendations to help Global Brand Marketing and the marketing & sales organization to execute against opportunities.

#### YOUR QUALIFICATIONS & SKILLS

-  Completed studies in Marketing or other related disciplines
-  Plenty years of experience in marketing research in client-side research team, preferably in lifestyle products or entertainment industry
-  Proven track record in translating insight to action in dynamic environments
-  Practical experience in dealing with Office
-  Profound MS- PowerPoint Skills
-  Analytical and problem-solving skills
-  Team-player, creativity, flexibility, consumer-oriented, positive and service orientated approach