

Consumer Insights and Analytics Manager Jobs in Dubai | Chalhoub

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Company: Chalhoub Group

Location: dubai

Category: other-general

1- Consumer Insights and Analytics Manager

Job: Full Time

Location: Dubai, UAE

Description:

This role will act as a “data detective” and consumer research specialist for our business.

They will drive an insights learning agenda based on strategic priority, defining the consumer, identifying areas of exploration, and performing analysis and data synthesis that drive insights into recommendations for the Group.

Job Responsibilities:Lead consumer practice for Intelligence, putting the consumer at the forefront of decision-making and serving as a vocal strategic partner and change-agent for the businesses

Continuously represent the voice of the consumer in effort to know their requirements deeply and share the knowledge within the Group

Fully responsible for designing, analysing, and presenting primary and secondary market research projects (Qualitative, Quantitative, offline, online, ad hoc, longitudinal, co-creation, etc.)

Communicate action orientated insights to the business to inform strategy and plan through qual/quant synthesis and compelling/visual storytelling
Job Requirements:Curious, proactive, and passionate about luxury industry

Minimum of 5+ years of market research experience with budget responsibility in the agency or FMCG

Bachelor's Degree in Marketing, Economics, Psychology, Sociology, or related field required; MBA is a bonus

Experience in selecting appropriate, diverse research methodologies, designing research studies, and trying new methods when appropriate#J-18808-Ljbffr

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