To apply, forward your resume and cover letter to lgreenberg@mrrecruiting.com with the subject of Shopper Insights Manager.

**Shopper Insights Manager**

**Location:** Arizona

**Position Summary**
The Customer-Specific Shopper Insight Manager will be responsible for supporting our key customers by:
1) driving new issues-oriented customer-specific shopper insight work
2) translating broad, cross-customer shopper insights and category knowledge to identify & address customer opportunities
3) feeding customer-specific needs into the broader Brand Building/Brand Development processes.

As such, this position will play a critical leadership role in the acquisition, analysis, interpretation, development, and dissemination of both consumer and shopper insight. The Shopper Insights Manager will seek to leverage shopper insights and consumer/market trend information to cultivate and influence our relationships with key customers, both at the strategic and tactical level. Through an in-depth knowledge of key customers' shoppers, this individual will be expected to contribute insights that will guide the development of long-term marketing and product development plans. This position will interface directly with Key Customers, Field Sales, Category SI/Brand Building CMI, Category Management, Brand Marketing & Brand Development, and Customer Marketing. Successful interactions with these functions will ensure that the insights gained from research studies and the customer interface are communicated and translated into actionable brand and business building opportunities, to provide mutual benefit for Unilever and our key customers.

**Position Responsibilities (Expected Work)**
- Identify critical customer/channel-specific shopper knowledge gaps, and fill gaps by designing and executing qualitative and quantitative insight projects. Initiate insight projects to identify and address customer issues. Respond to/help shape customer-identified shopper insight initiatives. Leverage scanner/panel data and retailer shopper card data as appropriate.
- Provide input to the design and analysis of broad, cross-customer shopper understanding projects, including shopper attitude & usage, need state/occasion based segmentation, retail brand equity, pricing sensitivity, category triggers, retail activation effectiveness, etc. Drive customer-specific translation and communication of broader learning.
- Integrate broader shopper knowledge from a variety of internal and external sources (consumer/shopper trends, cross-channel behavior, etc.) to help formulate customer-specific insight plans and communications.
• Serve as point person in developing/strengthening/maintaining insight-based partnerships with assigned customers. Develop and implement insight-based customer contact strategy.
• Contribute to internal category and customer strategy development and execution by continually sharing customer-specific issues and learning with Key Customers, Field Sales, Category SI/Brand Building CMI, Category Management, Brand Marketing & Brand Development, and Customer Marketing. Also share with Scale, CRM, and Multicultural teams as required.
• Conduct research to provide insights and recommendations into store placement, shelving, POS, and assortment issues, working closely with Category Management.
• Drive customer and category management strategies by integrating consumer and market understanding into the customer/category management process.
• Align and contribute to the building of CMI best practices in shopper/channel understanding, and participate/assist in broad CMI functional training initiatives.
• Interface with other Customer and Category-based shopper insight counterparts on joint research initiatives.
• Identify, utilize and manage external vendors as appropriate

Challenges
• To function as an involved member of CMI and other functional teams, despite the "isolation" of the field location. Excellent communication between the individual and his/her remotely located supervisor will be critical.
• To help build shopper insight capabilities and best practice, by continually sharing personal experiences and drawing upon the experiences of other shopper insight professionals.
• To proactively identify business and research issues to be addressed, and develop suitable and creative insight solutions.
• To help translate insights and knowledge into creative, actionable plans that will grow the business with assigned customers
• To strategically influence the assigned customers and internal Unilever teams regarding business and insight opportunities.
• To gain the trust and cooperation of the assigned customers to drive understanding and insight to a higher level.
• To stay current with brand performance and Brand Building plans, so that customer-specific initiatives can be steered appropriately.
• To proactively identify new vendors and tactics for keeping Unilever a thought leader in Shopper Insight.

Scope
Shopper Insight is a key to future growth opportunities. This position will be charged with building growth through insightful and actionable plans. This position will be located in one of three field sales locations and will report directly into the CMI department.
Skills & Competencies
Education
BA/BS degree in Marketing/Social Science or Business Administration; Advanced Degree preferred.

Experience
• 5+ years of increasing responsibility in marketing research, with expertise in custom survey research.
• Syndicated/POS/Panel or Shopper experience a very strong plus.
• Demonstrated success at project management.
• Demonstrated ability to be an effective contributor in a cross-functional team environment.
• Ability to integrate and assimilate consumer information with other data to provide a brand business perspective and brand/category recommendations.
• Strong analytical and presentation skills.
• CPG experience and Sales interaction preferred.
• Prior interaction with sales teams/customers a strong plus.

Competencies & Abilities
• Supervisory- Must have the ability to set clear objectives, identify priorities, provide direction and coordinate solution-related activities.
• Problem Solving- Must have the ability to tackle complex situations, evaluate alternative courses of action, and provide fact-based solutions/recommendations.
• Communications- Must be skilled in verbal and written communications. Must be able to effectively relate with multiple levels of management, both internally and externally.
• Leadership- Should possess strong leadership qualities.
• Team Commitment- Must work effectively, and in a highly collaborative manner, with other CMI specialists, Brand Marketing, Customer Marketing, Category Management, Field Sales, and all levels of the Customer's management.

Comments
Candidate should excel technically, to include superior knowledge and application of standard software packages such as PowerPoint and Excel and must be able to travel. Technical experience with retailer POS data, shopper databases, and consumer panels will be viewed as a very strong plus.