

Senior Consumer Insight Manager



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentieX.nl/x-1918046-z>

Bedrijfsomschrijving

The European head office of this international fashion & lifestyle brand is based in Amsterdam. The company's style is classic American with a twist. Dynamic, international, and open-minded describes the company's culture at best.

Functieomschrijving

Be the driving force behind our brand's success! Join our team as the Senior Consumer Insight Manager in the apparel industry. Shape the future of our brand by diving deep into consumer behavior and market trends. If you're a seasoned expert with a passion for fashion, ready to lead global programs and collaborate with cross-functional teams, we want you to be our next CI visionary. Apply now and be part of our journey towards unlocking growth and innovation. Deadline for applications: Friday, May 10th at 12:00 PM.



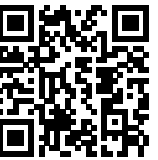
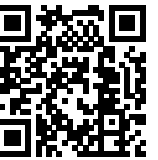






The position

Work with key stakeholders in the product teams to build and lead the execution of the annual product Consumer Insights program to ensure we "win with the best product". Lead and manage our ongoing panel of consumers and other relevant ongoing consumer engagement tools - secure that we have global

consumer & product understanding. Work with a series of qualitative and quantitative primary insights that inform the brand's vision and insight into the basis of consumer performance and ensure an effective and coherent message flow on how the brand's consumers engage with the brand and identify opportunities to unlock the brand's future in the market. Develop and execute at all times the brand's vision seasonally and strategically. Work collaboratively with colleagues across the consumer insights organization, to ensure that the totality of all learning is fully digested and used with the product leadership teams.

The ideal candidate

Min 7-10 years' experience in similar role in consumer insights in apparel /fashion industry or related agency role. Proven record of managing global programs from methodology set-up, through results

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analysis, to stakeholder management.Strong analytical and presentation skills at senior level; able to think brand and product and to demonstrate it.Confidence, motivation, credibility, collaboration, and the ability to adapt to change and a willingness to bring the very best to the team – able to work effectively in a matrix structure where persuasion is more important than hierarchy.Genuine interest in the apparel category.

What you can expect from our client

An international environment which respects diversity, equality, and individuality.A beautiful state-of-the-art Campus.Depending on the role a monthly home - office budget.A chance to unwind with weekly social activities.

Sollicitatieprocedure

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although we understand that you are willing to relocate or commute, we have agreed with our clients not to accept this as an adequate option.

Are you interested in the position and do you have the required skills and experience. Please send us your CV with a short letter of motivation. You will receive an answer from us as soon as possible. For more information please check our website www.projob.nl or call us at 020 - 5738383. We are looking forward to hearing from you!Websiteeasyapply.jobs/r