

Consumer & Market Insights Manager (m/w/d)

fulltime, hybrid, location Munich

Hello,

Here at innocent, we're on a mission to make it easier for everyone to get more fruit and veg into their bodies. We started back in 1999 and since then we've gone from selling a few smoothies at a music festival to becoming one of Europe's biggest drinks companies with around 1,000 people (and the B Corp seal of approval).

It's nice to be able to say things like that but we're not patting ourselves on the back just yet. We want to show everyone that it's possible to be a successful business while looking after people and the planet too, so we're trying to get better in pretty much every way. And that's where this job comes in.

More about us: www.innocentdrinks.de/ueber-uns



What you'll be doing

- You'll be someone special who can guarantee the success of our short-, mid- and long-term plans of our Smoothie and Shots segments and of Germany and some smaller markets by ensuring that the plans are created with the consumer, shopper, commercial and market landscape in mind. If you get a buzz from keeping the consumer at the heart of our plans while being grounded in the shopper and commercial realities that we operate in, this could be the role for you.
- As a Consumer & Market Insights Manager, you'll be working closely with marketing and commercial leadership teams to make sure that the findings and insights are incorporated into the upcoming plans. You'll build strong cross-functional relationships across your priority segments as well as across the wider DACH team.
- You will be comfortable with detailed data analysis, stepping back to see the big picture and using it to build a compelling story. You'll also be ensuring that the key activities in market are landing strongly with consumers and shoppers and that we are creating the maximum ROI vs our competitors.
- Using existing data, tools and developing new ad hoc research to answer key business questions from marketing and commercial teams and provide recommendations in line with the strategy, you'll be helping the business make better data-based decisions with the consumer at the heart.

You'll have:

- Excellent understanding of the FMCG industry dynamics, especially in Germany & DACH markets, including market trends, consumer behaviors, distribution channels, competitive landscape.
- Excellent understanding of qualitative and quantitative research tools and methodologies and can design quantitative questionnaires and qualitative discussion guides.
- Very good communication skills and ability to present complex data in a simple and powerful way through clear storytelling.
- The ability to manipulate and analyze large sets of data to get to the 'why' and 'so what'.
- Solid experience with Nielsen/IRI databases and Kantar/GFK data.
- Skill in working effectively with cross-functional teams, building partnerships, and navigating organizational dynamics.
- Organizational, time management, prioritization and multi-tasking skills, with a high level of attention to detail – so nothing is left behind on that busy 'to do' list.
- Confidence in responding to challenges from internal and external stakeholders.
- Tenacity in getting time with internal and external stakeholders and getting your points of view and recommendations heard.
- Excellent English and German language skills.

What you'll get:

- The chance to work in a highly collaborative, responsible, knowledgeable and supportive team that plays a pivotal role in bringing true insights into our plans.
- The opportunity to make a real impact in a newly formed role in the business.

- Accountability to help lead the insights agenda in your segments and markets.
- Great experience in a fast-moving environment.

What else you should know:

At innocent, it's the relationships and friendships we create while working together, that make us who we are. It's why we love hybrid working - a mix of connecting in person and remotely. We're also aware that the world is changing, and we all want and need different things from our work and home lives. So, if you need to walk the dog, go to the gym, or have commitments outside of work, we're open to talking through flexible working options that work for you and us.

In return for everything you can bring, we can offer you an exciting, challenging role in a fast-growing and dynamic business, with plenty of career opportunities as well as a competitive rewards package.

If you think you have everything we're looking for and more, then we'd love to hear from you. Please send your CV and motivation letter to **Monika Pleschinger** (office@mpleschinger.at). She is our external partner and we have been working with her for many years. So don't be surprised if she contacts you first before we get involved.

All the best



*If you don't hear from her for a while, please check your spam folder. We try to avoid junk, but sometimes emails end up there by mistake.