



WE NEED YOU

WE'RE LOOKING FOR
Consumer Insight Manager

LOCATION:
Samsung HQ, Chertsey (3-days per week in the office)

WORKING HOURS:
Monday to Friday, 37.5 hours per week

SALARY:
Up to £40,000 per annum

OTHER BENEFITS:
10% Bonus, Life Assurance, Access to Rewards Hub Discounts Platform, Aviva Pension, Samsung Discounts, Company Sick Pay

CONTACT TYPE:
Permanent

REPORTING IN TO:
Client Service Director

WE'RE LOOKING FOR A RETAIL INSIGHT ANALYST

We don't just sell hardware, we sell experiences that sit at the centre of people's lives. As our **Consumer Insight Manager**, you are the *voice of the human* in the room. Your mission is to uncover the *why* behind the *what*, transforming data and research into powerful insight stories that challenge assumptions, inspire teams, and shape smarter decisions.

Reporting into the Head of Consumer Insights, you'll operate as a trusted partner, detective, and storyteller. You'll dig through tracker data, ad-hoc research, and behavioural signals to uncover the hidden truths that make leaders pause and rethink strategy. This role blends analytical rigour with creativity, spotting patterns others miss and translating them into insight that drives action.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

END-TO-END RESEARCH SUPPORT

- Support and help manage primary research projects across quantitative and qualitative methodologies, including brand tracking, ad-hoc studies, U&A, segmentation, concept testing, and customer experience research.
- Contribute to the design of surveys and discussion guides, ensuring research objectives are clearly linked to business questions.
- Coordinate logistics for focus groups, depth interviews, and online communities, including briefing agencies and internal stakeholders.
- Review research outputs to ensure methodological rigour, clarity of insight, and relevance to decision-making.

THE "INSIGHT HUNTER"

- Take ownership of outputs from core consumer trackers, ensuring consistent, accurate, and insightful reporting over time.
- Go beyond topline KPIs to uncover emerging trends, shifts in attitudes, unmet needs, and underlying drivers of behaviour.
- Proactively interrogate data to identify anomalies, tensions, and opportunities others may overlook.
- Synthesize multiple data points into clear hypotheses and insight-led narratives.

STORYTELLING & VISUALISATION

- Translate complex research findings into concise, compelling insight stories tailored to different audiences.
- Develop presentations that balance data, narrative, and visual impact, moving beyond charts to clear consumer-led stories.
- Present insights confidently to senior stakeholders, facilitating discussion and debate.
- Create reusable insight assets that can be leveraged across teams and projects.

CROSS-CATEGORY & CONSUMER JOURNEY THINKING

- Analyse how consumers interact with their devices across different moments and use cases.
- Map and interpret the end-to-end consumer journey from awareness through consideration, purchase, usage, and advocacy.
- Identify how ownership and experience of one device influences purchase intent and adoption across other product categories.
- Connect behavioural, attitudinal, and experiential data to form a holistic view of the consumer.

ACTIONABLE STRATEGY & BUSINESS IMPACT

- Translate insight into clear, commercially relevant implications and recommendations.
- Develop strong “So what?” and “Now what?” narratives that guide Product, Marketing, and Channel teams.
- Support strategic planning, innovation development, and go-to-market decisions with robust consumer understanding.
- Track how insights are used and measure their impact on decisions, strategies, or outcomes.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're radically Curious: You naturally ask “why?” and aren't satisfied with surface-level answers.
- You're analytical yet Empathetic: Comfortable with numbers, but equally attuned to human behaviour and emotion.
- You're a Natural Storyteller: You believe insight only matters if it's understood and acted upon.
- You're Tech-Savvy: Genuinely interested in consumer electronics, technology trends, and how people use devices in real life.
- You'll have experience either client-side or within a market research agency.
- You'll have proven experience working with primary research across quantitative and qualitative methods.
- You're comfortable navigating consumer tracker data and research platforms.
- You'll have strong data literacy with the ability to interrogate and interpret findings.
- You'll have demonstrable example of an insight you've delivered that led to a tangible business or strategic change.
- You'll have excellent attention to detail with the ability to spot trends, anomalies, and insights quickly.
- You're a strong communication and storytelling skills — turning data into narratives.
- You'll have the ability to simplify and explain complex technical concepts to business stakeholders.
- You'll have a passion for technology, mobile, consumer behaviour, and digital retail.
- You'll have the ability to manage multiple priorities, deadlines, and ad-hoc requests.

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

