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Insights Manager

Nike

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Beaverton, OR, USA

Full-Time

Depends on Experience i

Senior Level

Masters

Job Description

Are you a highly analytical and strategic thinker with a passion for consumer behavior and market trends? Do you have experience in data analysis and a strong understanding of consumer insights? If so, then we have an exciting opportunity for you as an Insights Manager at Nike. As a leader in the sports and athletic industry, Nike is constantly striving to understand and anticipate consumer needs and preferences. In this role, you will play a vital role in driving business growth and success by providing valuable insights and recommendations to inform key business decisions. We are looking for someone with a keen eye for detail, strong communication and project management skills, and a track record of utilizing data to drive business outcomes. Join our team and be a part of shaping the future of consumer experiences at Nike.

1. Conduct market research and gather consumer insights to inform business strategies and decisions.

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2. Utilize data analysis tools and techniques to identify trends and patterns in consumer behavior.
 3. Develop and maintain a deep understanding of Nike's target audience and their needs, preferences, and behaviors.
 4. Collaborate with cross-functional teams, including marketing, product development, and sales, to develop and execute consumer-focused initiatives.
 5. Monitor and track market trends and competitors to identify potential opportunities and threats.
 6. Present insights and recommendations to key stakeholders, including senior leadership, to drive business growth.
 7. Lead the development and implementation of research projects, surveys, and focus groups to gather consumer feedback.
 8. Manage and analyze large and complex datasets to extract meaningful insights.
 9. Communicate findings and insights in a clear and concise manner to non-technical audiences.
 10. Stay up-to-date with industry best practices and advancements in consumer research and data analysis techniques.
 11. Develop and maintain relationships with external vendors and partners to support research initiatives.
 12. Oversee the budget and timelines for research projects to ensure timely and cost-effective delivery.
 13. Mentor and train team members on research methodologies and data analysis techniques.
 14. Drive a culture of data-driven decision-making and consumer-centric thinking within the organization.
 15. Continuously monitor and evaluate the effectiveness of research methods and

Where is this job?

This job is located at Beaverton, OR, USA



Job Qualifications

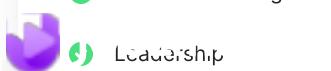
- ✓ Bachelor's Degree In Business, Marketing, Data Analytics, Or A Related Field
- ✓ Minimum Of 3-5 Years Of Experience In Market Research, Consumer Insights, Or Data Analytics
- ✓ Strong Analytical Skills And Experience With Various Data Analysis Tools (E.g. Excel, Spss, Tableau)
- ✓ Knowledge Of Retail And E-Commerce Industry Trends And Experience Working With Sales And Marketing Data
- ✓ Excellent Communication Skills And Ability To Present Insights And Recommendations To Cross-Functional Teams And Senior Leadership.

Required Skills

- ✓ Project Management
- ✓ Data Analysis
- ✓ Market Research
- ✓ Marketing Analytics
- ✓ Consumer Behavior
- ✓ Competitive Analysis
- ✓ Brand Strategy
- ✓ Consumer Insights
- ✓ Product Positioning
- ✓ Cross-Functional Collaboration
- ✓ Strategic
- ✓ Trend Forecasting

Soft Skills

- ✓ Communication
- ✓ Conflict Resolution



- Emotional Intelligence
- Leadership
- Time Management
- Creativity
- Attention To Detail
- Teamwork
- Adaptability
- Problem-Solving

Compensation

According to JobzMall, the average salary range for a Insights Manager in Beaverton, OR, USA is \$75,000 to \$110,000 per year. However, this can vary depending on factors such as experience, education, and the specific company or industry the person is working in.

Additional Information

Nike is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We do not discriminate based upon race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

Required Languages English

Job Posted February 28th, 2024

Apply Before April 10th, 2024

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A promotional banner for applying with a video cover letter. It features four diverse individuals (two men, two women) smiling and waving, suggesting a friendly and personal application process. The text on the banner reads: "Apply with Video Cover Letter" and "Add a warm greeting to your application and stand out!"



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About Nike

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services.

Frequently asked questions

What positions are available at Nike? ▼

What qualifications do I need to apply for a job at Nike? ▼

Is there a fee to apply for a job at Nike? ▼

What is the application process like at Nike? ▼

What kind of benefits do employees at Nike receive? ▼

Are there any internship opportunities at Nike? ▼

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