

## Consumer Insights Manager

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Company: Visa

Location: Buenos Aires

Category: arts-design-entertainment-sports-and-media

### Job Description

#### **Responsibilities:**

The selected candidate would be required to offer consumer insights and strategic input for our marketing activities mainly focused on fortify our marketing value-added services. This role would coordinate qualitative and quantitative market research & measurement programs for the LAC Region, focused primarily on South Cone Countries - Argentina, Chile and Uruguay. The job requires cross-functional activities and work in partnership with the entire local marketing team. Specific responsibilities include

Develop research brief: objectives, methodologies, and action standards.

Support RFP process: brief and proposal request with potential vendors. Conference calls with vendors, Q&A sessions, and e-mails.

Proposal evaluation: review proposal, meet/work with procurement for negotiation and present recommendation to internal and external clients.

Prepare approval documents: request Purchase Orders, Contracts, Statement of Work, Risk assessment, vendor risk questionnaire as applicable.

Monitor on field progress (Vendor status reports/calendars/check for inconsistencies/follow-ups)

Develop and update status report of all Market Research projects. Provide continuous status to internal and external clients.

Design and review questionnaires / moderator's guides aligned with project objectives.

Review results, gather insights, prepare impactful presentations, and present findings to clients.

Provide Country level trends and consumer insights reports, cross referencing internal and external sources for internal and external presentations about key segments, generations, or topics.

Support Marketing Strategies and Team with Consumers Insights, brand, and advertising tracking analysis.

Leverage Regional tools to create country specific reports and presentations.

Analyze current research (Brand and Campaign tracking, U&A, etc.) to recommend action plans and leverage on value-added services proposals.

Present Consumer Insights at local client meetings, events, and webinars

This is a hybrid position. Hybrid employees can alternate time between both remote and office. Employees in hybrid roles are expected to work from the office 2-3 set days a week (determined by leadership/site), with a general guideline of being in the office 50% or more of the time based on business needs.

## Qualifications

### Basic Qualifications

5 or more years of relevant work experience with a Bachelor's Degree or at least 2 years of work experience with an Advanced degree (e.g. Masters, MBA, JD, MD) or 0 years of work experience with a PhD

### Preferred Qualifications

6 or more years of work experience with a Bachelor's Degree or 4 or more years of relevant experience with an Advanced Degree (e.g. Masters, MBA, JD, MD) or up to 3 years of relevant experience with a PhD

Market Research experience required, qualitative and quantitative methodologies from the vendor or client side.

Strong analytical skills. Ability to create analysis and data breakdowns in Harmony or similar market research tools and databases.

Strategic thinking to generate insights and recommend action plans.

Commercial approach to build value added propositions to clients.

Robust project management experience and strong process orientation

Fluent in Spanish and English

Excellent knowledge of PowerPoint, Excel, and Word.

Story-telling skills in creating reports and analysis.

Must be able to handle a wide variety of projects simultaneously.

Good communication (written and verbal) skills.

Teamwork, interpersonal & customer service skills

Strong financial acumen

Fluent in Spanish and English

#### Additional Information

Visa is an EEO Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability or protected veteran status. Visa will also consider for employment qualified

applicants with criminal histories in a manner consistent with EEOC guidelines and applicable local law.

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