

# Turkey Jobs Expertini®

## Consumer Insights Manager

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Company: PepsiCo

Location: İstanbul

Category: other-general

### Overview

Are you ready to explore PepsiCo and be part of this iconic multinational?

PepsiCo's strength is its people. Around the world, we're working hard to give people the tastes they crave and the nutrition they need. We dream globally and act locally, constantly innovating to sustain our planet, our people, our communities, and our business practices for winning together. We are committed to Performance with Purpose; pushing to be best and fully committed to the people we share the planet with.

Seize the day for real life on the job Learning? Enjoy some flexibility that will ensure you are balancing your personal and professional life?

Our employees are at the heart of PepsiCo. Through the Company's dedication to Talent Sustainability, we continue to support the development of employees.

We are looking for a Consumer Insights Manager to join our Insights team (based) in İstanbul. The individual will be responsible for Consumer Insights Manager and directly report to Senior Insights Manager

### A Space to Be You

PepsiCo is an equal opportunity employer. We are committed to providing an accessible, inclusive, open and welcoming workplace environment for people with different abilities, backgrounds, lifestyles, sexual orientation, gender identity, needs and expectations, helping all individuals to make the most of their professional potential.

### Responsibilities

General Summarizes data, Interprets results from analyses, and prepares study findings and

translates findings into actionable insights and learning points for internal partners and management  
Works together with analytics team in monitoring and reporting results from tracking studies, other syndicated data sources, and primary guest research  
Integrates findings from multiple studies and sources of research to present a complete picture  
Applies an understanding and knowledge of consumer, market, and industry trends to work activities  
Manages resources, tasks, contracts, scope, and budgets for projects  
Manages vendor partners and research agency relationships

ICP Process (for D5 Brands)  
Brand performance analysis  
Behavioral growth targets development

Content Validation  
Consult create team on creative brief development  
Co- lead development of test stimuli  
Execute ADA validation  
Develop recos for optimization

Concept Validation  
Consult create team on creative concept development  
Co- lead development of test stimuli  
Execute concept evaluation / validation  
Develop recos for optimization

## **Qualifications**

6-7 yrs of experience in related area (category development/management, PS , sales, insight, commercial etc.)

Strong analytical thinking with proven ability to connect the dots between various data sources to deliver clear outlook scenarios along with implications for the business.

Proven influencing and perseverance skills to tailor recommendation to the needs of stakeholders and effectively engage them to obtain commitment and drive impact.

Proven ability to turn the complex into the simple, to cut through and focus on what really matters and tell simple story

Expertise research Fundamentals and good grasp of statistical logic.

Excellence written and verbal communication skills to influence stakeholders via selling stories for a shared mission.

Excellent command of written and spoken English&Turkish.

**Cross References and Citations:**

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