



## EXCITING OPPORTUNITY

Position: **Consumer Insight Officer**

We are excited to receive applications from candidates who are skilled and have experience in Market Research to join our team. The Consumer Insight Officer at Kenafric Industries Limited will be responsible for gathering, analyzing, and interpreting consumer data to provide actionable insights that drive business decisions. The role focuses on understanding consumer behavior, preferences, and trends to support marketing strategies and product development.

### Key Responsibilities

1. Design and implement consumer research projects, including surveys, focus groups, and observational studies.
2. Analyse qualitative and quantitative data to identify consumer trends and insights.
3. Develop and present detailed reports and presentations to communicate findings to stakeholders.
4. Collaborate with marketing and product development teams to align strategies with consumer insights.
5. Monitor market trends and conduct competitive analysis to inform business strategies.
6. Maintain a comprehensive database of consumer research and insights.
7. Provide recommendations for improving products and marketing based on consumer feedback.
8. Stay updated on the latest tools and techniques in consumer research and market analysis

### Required Qualification Knowledge, Skills and Abilities

- Bachelor's degree in Economics, Statistics, Mathematics, Market Research, Business, or related field.
- Minimum of 3 years of experience in consumer insights, market research, or a related area preferably in FMCG industry.
- Strong analytical skills with proficiency in data analysis tools such as Excel, SPSS, SAS, or similar software.
- Proficiency in data visualization tools (e.g., Tableau, Power BI).
- Excellent communication skills, both written and verbal.
- Experience with various research methodologies and techniques.
- Ability to translate complex data into clear and actionable insights.
- Strong project management skills with the ability to handle multiple projects simultaneously.
- High level of attention to detail and accuracy.

Interested applicants can apply through the link below on or before 11<sup>th</sup> June 2024.

<https://airtable.com/appueLbMSPkE8Mzu6/pagVE61x7aK7leDYQ/form>