

JOB DESCRIPTION

Job Title: Insight Manager – Reports and Communications (Maternity cover)

Department: Insight & Advisory

Reporting to: Insight & Advisory Director

Location: Zenith Global Bath Head Office

DEPARTMENT DIMENSIONS

Zenith Global's Insight and Advisory department consists of category and regional experts in commercial consulting. The department is headed by two Directors.

JOB PURPOSE & SUMMARY

An integral member of the Insight Team within Zenith's Insight & Advisory Group, the Insight Manager – Reports and Communications is responsible for developing and managing Zenith's report programme, writing and managing individual reports, taking responsibility for our quality assurance processes, responding to report enquiries and proactively developing awareness and relationships in order to grow reports revenue, as well as our market insight and advisory services.

Developing and managing Zenith's report programme

Zenith Global writes a significant number of industry specific reports each year. This role will have overall responsibility for developing our report programme for 2019 and ensuring the report programme is delivered on time, meets our quality standards and achieves agreed reports revenue targets.

Writing and managing reports

As well as overseeing Zenith's report programme, this role will be responsible for writing and managing a selected number of reports throughout the year ensuring those reports meet Zenith's insight and quality standards as well as being delivered on time and to budget.

Quality assurance

It will be the responsibility of this role to provide QA checks on all reports before they are issued to ensure they are consistent and meet Zenith's quality standards.

Service and sales

It will be the responsibility of this role to respond to all report enquiries in a timely manner, providing high-quality client service. Furthermore, you will be proactively looking at ways in which we can grow our report revenue through building relationships with our clients and relevant industry stakeholders via meetings, calls, demonstrations, webinars, podcasts and presentations.

Marketing and communications

You will work with Zenith's marketing team to ensure that Zenith's reports are marketed and communicated effectively, including writing press releases, articles, LinkedIn posts and presentations.

Key skills / attributes needed:

- Exceptional English writing and reading skills
- Excellent organisation
- Client / customer orientated
- Confident communicator
- Desire and willingness to build and increase sales
- Proactive, resourceful and able to multi-task
- Strong team player
- Excellent attention to detail
- Creative and innovative

You will join Zenith as an integral member of the team and will possess / develop commercial acumen in the food and drink industry to knowledgeably develop and manage a report programme that analyses new areas in an ever-changing market.

The ideal candidate will be confident in undertaking new challenges, able to harness the collective strengths of the team to deliver high quality work, strong communicator, able to work on multiple tasks in a fast-paced environment.

KEY RESPONSIBILITIES

1. Develop the reports programme for 2019 in conjunction with Insights and Advisory Director. This would involve establishing reports publish dates, communicating to internal team the reports programme timeline, determining internal project managers and teams to deliver on reports and establishing the pricing structure and overall marketing plan.
2. Write and manage a selected number of reports throughout the year.
3. Support and motivate the Insight and Advisory team in delivering the reports programme. This may include being a contributor to the report, providing suggestions in content and/or formatting, suggesting research resources, etc.
4. Work with report authors in establishing the sales and marketing plans. Ensuring that all internal team members involved understand the complete reports delivery process.
5. Set the standards for the Zenith reports format and ensure delivery is in accordance to Zenith's quality standards.
6. Complete the sales process including recording the sale, raising invoice, following up post-sale and answer questions from potential and existing clients in relation to reports and following up.
7. Contribute to the company's and department's presence by speaking at conferences, writing articles, conducting webinars and responding to press queries as it relates to the reports programme.
8. Actively seek creative ways to market and sell reports in order to reach the targeted reports revenue objective.

IDEAL CANDIDATE

SKILLS & QUALIFICATIONS

- Passion for food and drink industry
- Ability to effectively communicate complex ideas in writing and orally in English
- Tenacious in the pursuit of information
- Proactive, resourceful and able to multi-task
- Strong team player
- Creative and independent thinker, enjoys being challenged
- Proficiency with Microsoft Office applications and at minimum, intermediate level in MS Excel, Word, and PowerPoint
- Bachelor degree and excellent academic record in Business, Commerce, Economics or Liberal Arts
- Preference to candidates with minimum 3-5 years food and drink or FMCG industry experience in sales, marketing, supply chain or purchasing

COMPETENCIES

- Planning and organising
- Proactivity and initiation
- Meeting and exceeding customer expectation
- Collaborating and influencing others
- Effective communication
- Accountability
- Analytical and conceptual thinking
- Accuracy and attention to detail
- Driving results
- Managing performance
- Developing people
- Managing change
- Business acumen
- Business development

KEY STAKEHOLDERS

Internally: All Zenith employees.

Externally: Participation in Zenith and other organisation industry events / tradeshow / webinars. Industry stakeholders for data collection. Management of existing and prospective Zenith clients.

COMPANY BENEFITS

- Holiday entitlement is 28 days including bank holidays (increasing a day with each year of service up to a maximum of 33) plus 3 days between Christmas and New Year
- Discounted gym membership
- Private Health cover
- Pension
- Life Assurance
- Sick pay scheme
- Cycle to work scheme

EMPLOYMENT CONDITIONS

- Fixed-term, full-time position, Monday – Friday 8:30 – 17:00
- Hours of work 37.5 per week with 1 hour for lunch
- The notice period will be 1 month on either side following successful completion of probationary period of 2 months

HOW TO APPLY

To apply for this role, please visit our website www.zenithglobal.com, complete our application form and attach your CV and cover letter.