

Consumer Sales Consultant

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Company: NielsenIQ

Location: Oxford

Category: other-general

Job Description

It's an exciting time in the Consumer Panel UK team at NielsenIQ, with a global investment commitment in 'Consumer' fully underway and our UK business growing in strongly.

The consumer panel landscape in the UK is undergoing significant change, with both leading players adopting new technology & techniques to arrive at solutions for clients. This dynamic presents a huge opportunity for NielsenIQ as clients reassess previously held assumptions and seek to reassess how ROI can be delivered to their businesses in this fast-changing competitive landscape.

This landscape, combined with our own product development roadmap, means we can see a clear pipeline of innovation & opportunity that will step-change growth.

The role will report directly to the commercial lead for Consumer Panel Services in the UK, it will be a dual focussed role supporting the Consumer Analytics Team (CAS) in both delivery and commercial ownership. The CAS team had an exceptional year during 2022 selling to existing NIQ clients and new Clients and therefore the commercial part of this role will be owning the prospecting, proposal writing and revenue generation and admin on your group of clients (which is likely to be defined by industry group), while the delivery part of the role will be to support the off shore delivery team while liaising with clients during the process and owning the client delivery by adding the key insights and 'big picture' analysis. As there will be analysis and insight understanding required in this part of the role the candidate will need to have an understanding of consumer panel and ideally Homescan analysis. It is a new role within the team so therefore the successful candidate will be able

to craft it how they see fit.

The role will have responsibility towards the CAS revenue target and ensuring a healthy pipeline of opportunities and management of these in Microsoft Dynamics. The successful applicant needs to have an interest in selling, however most important is the ability to engage with clients and internal teams at NIQ to seek out potential CAS opportunities (, surveys, segmentations, migration, consumer decision hierarchy analysis).

Responsibilities:

Supporting CAS revenue generation:

The role will have joint responsibility for the CAS UK revenue target working alongside the existing Commercial Consultants x 2.

This will involve creating new opportunities, following up on sales leads and ensuring client proposals are well matched to business needs and that delivery can be accommodated in a timely fashion.

Pipeline management & forecasting:

The candidate will be responsible for building a healthy pipeline of opportunities and management of these in Microsoft Dynamics.

If required, the candidate will be requested to support the wider Consumer panel team for proposals in the broader portfolio if there is an opportunity elsewhere.

Insight Delivery

Working with the Delivery/Modelling consultants to understand the CAS delivery process, our technology, how the data is used, the products we offer – the successful applicant will own their individual projects delivering analysis and insight to the client.

Matrix working:

The CAS team has a unique working structure working with offshore modelling and insight teams; therefore the successful applicant will need to develop relationships with these teams as well as UK based operations and commercial teams.

Qualifications

Solid experience working within the FMCG industry, ideally with experience of working with Consumer or Shopper panel data Panel. Experience of working with and/or selling NielsenIQ Homescan, Kantar Worldpanel, or loyalty card data would be a strong advantage.

Experience or working with, or within, FMCG client insight departments and internal customers.

Ideally, the candidate will have strong Consumer Panel knowledge, FMCG Manufacturer & Retailer insight.

Strong business and commercial acumen (including business environment and client).

In interest in Consumer Analytics and how clients use the insight to drive and develop strategies.

Solid proficiency in decision-making and problem resolution in a highly client-focused fashion.

Highly proficient project management and time management skills, multi-tasking will be key to success in this role.

Experience of using NielsenIQ and/or Kantar Worldpanel analytic tools & delivery systems would be an advantage.

Highly proficient verbal and written communication skills, including presentation skills.

#LI-RC1

Additional Information

About NIQ

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View.

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