



Job Specification

December 2018

Job Title: Insight Manager

Reports to: IPA Head of Insight

Works with: Insight Team and IPA Members

About the IPA

The IPA is widely recognised as the world's most influential professional institute for practitioners in advertising and marketing communications. It has a well-earned reputation for thought leadership, best practice and continuous professional development, as well as for providing core support and advisory services for our members.

About the role

- The IPA Insight Manager supervises the day-to-day performance and output of the IPA Insight Centre, enabling the team to respond to daily requests sent in by member agencies. As part of this role they will directly line manage three members of the team - a senior analyst and two analysts.
- The IPA Insight Centre is a research-based advisory service, which provides member agencies with consumer research, trends, market/industry statistics, and advertising/brand case studies – often in the form of PowerPoint Insight Packs – to assist with their client briefs and new business projects. The team have access to a range of premium research tools, including IBISWorld, Foresight Factory and YouGov Reports, to name but a few. They also commission research and produce their own original content and special reports, which are made available to members on the IPA website.
- As well as the core responsibility above, the successful candidate will also support the Head of Insight in delivering new Insight products and giving presentations about the service to our members and prospects. They will also be required to attend IPA-led and external events, reporting back key findings for the team. The Insight Manager will also play a key role in disseminating the value of insight across the IPA (e.g. through company lunch n' learn sessions) and identifying new resources and commercial partnerships that will strengthen our work going forward.

Required key skills

- Analytically minded, with a keen interest in and understanding of advertising, insight, consumer trends, research, and current affairs. A strong knowledge of various insight, research and data sources (both proprietary and third party) would be a distinct advantage.
- At least 2-3 years' experience in an insight-based role, preferably with experience across advertising/consumer intelligence/business intelligence.
- Excellent management skills with experience of managing a team or junior members of a team – both their day-to-day work and their professional development.
- Confidence in analysing data/synthesising secondary research sources in an accurate, informative and efficient manner.
- Proven ability to write and edit compelling analytical copy for a variety of audiences – especially commercial-orientated copy.
- Good communication/presentation skills. Confident dealing with people from various backgrounds, such as senior members, insight partners, and research suppliers.
- Comfortable using Microsoft Office (PowerPoint, Excel, Word).
- Excellent organisational skills, attention to detail, quality control and accuracy.
- Ability to cope with professional pressures and deadlines – a team player.
- Knowledge of copyright rules and experience with negotiating supplier contracts is welcome.

About the IPA

At the IPA, everyone is expected to work as part of a team. This may include covering other people's work for short periods, contributing know-how and time to joint projects and helping other staff members with training and development. Overall, you are expected to be flexible where necessary to meet the needs of the IPA. Accordingly, the precise description and nature of your job may be varied from time to time and you may be required to carry out other duties within the scope of your role.