

## Insights Manager

In 1973, Karndean started life as a small family business. Now we are one of the world's most renowned and respected luxury flooring brands. We recognise our people as being the key drivers of our success and it's their passion and innovation that have allowed us to continue growing as a business.

We have an exciting opportunity for an Insights Manager to join us, working as part of the Product and Compliance Team. As the Insights Manager for the UK & Europe, you will play an instrumental role in embedding insight into everything we do to ensure that our product offering, market positioning and service proposition deliver for our customers and end-users.

### Key Responsibilities:

#### Usage & Attitudes

- Instigate and manage market and category studies to ensure the business have a consistent and reliable basis of knowledge from which to build decisions.

#### NPD direction & validation

- Work closely with Product Team to understand insights requirements for new product development initiatives including proposition validation.
- Specify insights plans and manage end-to-end execution.
- Present findings and recommendations to senior stakeholders to inform direction of NPD.

#### Existing product portfolio assessment

- Support Product Team in conducting comprehensive assessments of the existing portfolio to ensure optimal positioning and messaging to deliver category objectives.

#### Customer experience

- Assist the Marketing, Product, Customer Service and Digital Teams in understanding how consumers and end-users interact with our brands across all touchpoints.
- Conduct qualitative and quantitative research to gather insights on brand perception and positioning
  - Shopping experience (PoS displays, literature, website, pricing)
  - Service (deliveries, stock availability, technical support)
- Develop strategies to enhance brand equity and market perception.

## Key Measures and Goals:

1. Development and delivery of insights projects to support product and brand strategies.
2. Embed insights as a key consideration in product development processes across the Karndean group.

## Experience:

- 4+ years' working in a consumer or market insights role.
- Strong understanding of different research methods and data analysis.
- Ability to build a good working knowledge of products and the market in order to understand the 'right' questions to ask.
- Experience in formulating insights plans and recommending methodologies
- Excellent communication skills and proficiency in working within cross-functional teams.
- Interest in design / interiors would prove helpful but is not a necessity.
- Comfortable with regular travel within the UK & Ireland, as well as occasional travel to Europe.

## Our Company:

Karndean International UK is based in Evesham, Worcestershire across three sites with excellent facilities. We offer a huge range of benefits but here are some of the headlines:

- Competitive salary
- Flexible and hybrid working
- Employee discount
- 24 days holiday + a day off for your birthday
- Enhanced pension scheme
- Enhanced sick pay
- Enhanced maternity and paternity benefits
- Learning and development opportunities
- Paid Volunteering day
- Regular employee awards with up to £1,000 monetary prizes

As part of our company you will enjoy working with a team of incredibly passionate, fun people with opportunities to contribute innovative ideas directly to the executive leadership team and progress your career.

## How to Apply:

- Please send your CV and covering letter to [recruitment@karndean.co.uk](mailto:recruitment@karndean.co.uk)