

POSITION DESCRIPTION

Title: **Insights Analyst**

Group: **Practices**

Reports to: **Director of Insights or Insights Leader**

ROLE OBJECTIVE:

Reporting to the Director of Insights or Insights Leader, the Insights Analyst is responsible for bringing together Environics Analytics (EA) data, software and services to execute client projects. These projects may include work such as customer profiling, creating custom target segments, developing personas and other similar activities using EA's core data, analytics platforms and segmentation approaches such as PRIZM5. Given that a significant portion of the Insights Analyst's time will be spent creating client-facing work (generally Powerpoint presentations), this individual must be very detail oriented, have excellent verbal and written communication skills and a strong client service orientation. Depending on the practice area, the candidate's level of experience and immediate need, this role may or may not be client-facing.

SPECIFIC RESPONSIBILITIES AND DUTIES:

To effectively fulfill the responsibilities of this position, the employee must be able to:

- Summarize data in tables and charts, interpret the data, look for relevant insights and write reports in support of client objectives.
- Prepare and present Powerpoint presentations to effectively communicate research results.
- Manage projects from start to finish, managing timelines while maintaining a high level of quality.
- Participate in client meetings and assist in identifying client needs; help to recommend solutions from among EA's data, software and services to meet those needs.
- In conjunction with the Account Manager and Client Services team, educate, train and support key clients on EA's data and tools; answer any client questions about the data or other deliverables received.

- Work closely with other staff in Sales, Account Management, Client Services, Data Solutions, and other teams to meet client requirements.
- Work with the Account Manager to identify new product and sales opportunities among existing clients.
- Communicate opportunities for more effective and efficient workflow/processes to the Director of Insights and/or the Account Manager (as relevant).
- Other duties as required.

QUALIFICATIONS AND REQUIRED SKILLS:

- **Education** – Post-secondary degree in Geography, Social Sciences, Business or related field
- **Experience** – Minimum of 1 year of experience (or equivalent summer experience), at EA or in a related field
- **Client Focus** – Dedicated to setting and meeting the expectations and requirements of clients and acts with the client in mind. Establishes effective relationships and gains and maintains the trust and respect of clients.
- **Analytical Skills** – Effectively synthesizes complex or diverse information. Uses sound judgement to complement data-based insight, supporting and explaining the reasoning for decisions.
- **Planning/Organizing** – Effectively prioritizes and plans work activities, and demonstrates the ability to multi-task.
- **Results-Oriented** – Focused on delivering high-quality work product to clients in a professional and timely manner.
- **Communication Skills** – Able to clearly communicate ideas and expectations. Effectively listens for understanding and asks questions for clarification. Presents ideas effectively in both verbal and written form.
- **Interpersonal Skills** – Approachable and easy to talk to. Relates well to all kinds of people in the organization, particularly with others in Client Advocacy and in the Sales department. Able to effectively build rapport with others.
- **Presentation Skills** – Able to create and deliver informative, compelling presentations that capture and keep the audience's attention – both in person and via WebEx.
- **Technical Skills** – Expertise in all Microsoft applications (Word, Excel, Powerpoint) as well as facility with other software applications including EA's proprietary ENVISION product.
- **Teamwork** - Balances team and individual responsibilities. Exhibits objectivity and openness to others' views, giving and welcoming feedback.
- **Innovation** - Generates suggestions for improving the effectiveness and efficiency of workflows and deliverables.

About Environics Analytics

As one of North America's premier marketing and analytical services companies, our mission is to make people's lives better and our clients more successful through transformative data insights and analytics.

Environics Analytics is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.