Manager, Insights and Growth

Reports to: Chief Marketing Officer

Department: Marketing

Classification: Exempt

Effective Date: 11.6.2026

Direct Reports: None

Job Summary:

The Manager, Insights and Growth identifies and validates growth opportunities by anticipating market and consumer shifts and converting research into clear, actionable recommendations for the business. This is a hands-on individual contributor role. The Manager conducts the research, runs the analysis, builds the business case, and partners across functions to test and validate concepts — then recommends where the organization should invest its time, talent, and resources. Final investment decisions rest with the Chief Marketing Officer and the executive leadership team.

Essential Functions:

- Research and identify emerging trends, unmet customer needs, and growth opportunities across current markets, segments, products, and services, as well as adjacencies and new spaces
- Conduct primary and secondary research — voice of customer, surveys, interviews, competitive analysis, and market sizing — and coordinate outside research partners as needed
- Monitor market, competitor, and KPI performance; translate findings into clear implications and recommendations
- Synthesize qualitative and quantitative data into business cases that leadership can act on
- Partner with Business Enablement to apply advanced and AI-enabled analytics for faster, better-informed decisions
- Apply and build capability in design thinking tools — journey maps, personas, prototypes, and usability testing — to shape consumer-centric concepts and experiences
- Design and run structured tests — hypothesize, test, measure, recommend kill or scale — to shorten the path from insight to validated concept
- Partner with Product Management, R&D, and Engineering on concept validation and prototyping of high-potential opportunities
- Document test results and recommend which opportunities merit continued investment and which should be retired
- Prepare the analysis and materials for quarterly innovation and portfolio reviews and the annual growth strategy refresh
- Maintain the opportunity pipeline — what has been tested, what is in flight, and what has been retired — giving leaders clear visibility into what is working and where the next investment should go
- Partner with Product Management, Marketing, R&D, Engineering, Sales, Finance, and Business Enablement / Analytics; present findings and recommendations to the executive leadership team
- Build strong working relationships across functions and bring partner teams into the research and testing process
- Share insights broadly in a usable, decision-ready form
- May direct the work of analysts, interns, or agency partners without formal reporting authority

- Own the Insights & Growth Scorecard measures and quarterly Rocks, and participate in Marketing L10 meetings
- Other duties as assigned.

Key Competencies:

- **Critical Thinking:** Ability to analyze information objectively and evaluate sources such as data, facts, observable phenomena, and research to make a reasoned judgment.
- **Customer Focus:** Builds a deep understanding of consumers, customers, and channel partners, and brings their voice into business decisions.
- **Business Acumen:** Understands how King makes money and connects insights to revenue, margin, and growth outcomes.
- **Communicates Effectively:** Turns complex findings into clear, concise stories and recommendations tailored to the audience, from partner teams to the executive leadership team.
- **Bias for Action:** Evaluates, acts, and communicates in a timely manner. Decisive, makes timely practical, effective decisions. Takes initiative without being asked.

Job Qualifications:

- Bachelor's degree in Business, Marketing, Economics, Analytics, Strategy, or a related field, or equivalent experience
- 5–8 years of progressive experience in consumer or market insights, strategy, innovation, analytics, or related disciplines
- Demonstrated track record contributing to consumer-centric, data-informed initiatives that produced measurable business outcomes (e.g., revenue, retention, NPS, customer experience)
- Strong ability to synthesize qualitative and quantitative data into clear, actionable business recommendations
- Experience designing and running structured experiments (e.g., concept tests, A/B or in-market tests) and converting results into business recommendations
- Experience presenting findings and recommendations to senior leaders
- Working fluency with analytics and research tools (e.g., advanced Excel, Power BI or Tableau, survey platforms such as Qualtrics) and AI-enabled research and synthesis tools
- Comfortable owning work end to end in a lean environment, from research design through final recommendation
- Advanced degree in a related field preferred
- Experience in marketing, eCommerce, retail, consumer insights, or innovation environments preferred
- Familiarity with design thinking, journey mapping, prototyping, and usability testing preferred
- Experience with syndicated data sources, research platforms, and survey tools preferred
- Some travel required.
- Embrace and foster company values of Integrity, Excellent, Selfless, Safety and Courageous.