

We're on the lookout for a creatively-minded Insight & Strategy Manager.

If you're interested in being a key part of a team specialising in modern human insight and delivering the next generation of consumer understanding to brands, then read on and get in touch.

The role is a 12-month term maternity cover.

Insight & Strategy Manager

Job Specification

Overview

Human Theory are specialists in modern human insight. We study all aspects of the consumer using the power of original, human thought combined with cutting-edge technology and modern methodologies.

The successful candidate will be part of the management team and requires an insight strategy subject matter expert to lead a team of researchers & strategists, as well as work alongside data scientists and analysts, to help the agency produce the most compelling, creative, in-depth & innovative consumer insights, to help our clients plan across broader business and marketing strategy, as well as influence specific strategies within CRM, media and creative execution.

You will have exposure to all matters of business, marketing and new business strategy, and be empowered to take ownership of your role.

A bit about us

We are a small, agile, independent, and innovative company who pride ourselves in doing things differently. We use our unique and non-traditional approach to drive real business growth for a wide variety of clients across a variety of sectors, by putting the voices of real people at the heart of their strategies.

We're an eclectic bunch, made up of Data Scientists, Linguists, Strategists, Researchers and Consultants, and like to think of ourselves as a personable, honest, smart and vibrant group of people from different and interesting backgrounds.

A day in the life of an Insight & Strategy Manager at Human Theory

- Represent Human Theory as a specialist in the modern applications of human insight and spearhead our unique data and insight methodologies across our growing client portfolio
- Support and manage the researchers on key topic identification and data acquisition, to shape and inform the strategy of the required client outputs
- Use and manage our social listening tool to gather non-branded, human conversation from social sources
- Interpret and consult on conversational, societal, and cultural insight analysis (Qualitative Insight at Quantitative Scale service)

- Own the end-to-end process of our Actionable Mindset Segmentation technique - including identifying the key data points from our custom-built / self-serving geodem segmentation tool, overlaying this with the linguistic analysis, and producing rich, granular audience segments
- Consult on the strategic opportunities and recommendations to best activate the insights, aligned to the client business ambition and objectives
- Own and manage the collation of all insights, data and strategic deliverables into coherent and visually engaging documents for client delivery
- Articulately present the outputs to client internal stakeholders, and be able to manage the strategic narrative with them
- Be open to heightening your profile externally and be seen as a strategic insight ambassador for Human Theory

The attributes we look for in a team member:

- Energy
- Work Ethic
- Positive / can-do attitude
- Participatory
- Client friendly
- Autonomy
- Curiosity

Employer accountability:

Areas we assess ourselves against

- Personal Growth
- Ambassadorship
- Recognition
- Feedback
- Communication & Consistency
- Relationships
- Happiness & Wellness
- Environment
- The Work

What to expect from us:

- Objectives / Training & Development Plans
- Regular 1-2-1s / Annual Reviews
- Regular company updates
- Teambuilding exercises & Socials
- Personal 1-2-1s away from work / work-life balance assessment
- Flexible working arrangements
- Hand raising encouragement i.e., courses / industry seminars / lunch & learns
- Monthly £50 well-being allowance

Holiday Benefits:

- 25 Days Annual Holiday
- Additional Christmas Holiday Bonus (office also closed between Christmas & New Year)
- Half Day on Your Birthday

The finer details:

- **Timing:** Flexible, but ideally looking for someone to start with us from mid-May, to allow a seamless transition and handover
- **Flexibility:** Ideally full time, but we are open to considering this as a part-time role also (4 days per week)
- **Salary:** Up to £50k depending on experience
- **Location:** Central London. When restrictions are lifted, we would expect this to be a blended role of remote & office (TBC) based working
- **Next steps:**
 - Please send your CV to hello@humantheory.co.uk to apply
 - **Stage 1:** Shortlisted candidates will be invited for a 45 min informal chat
 - **Stage 2:** The next round will consist of a presentation response to a brief
 - **Stage 3:** Final Selection

THANK YOU