

Consumer Insight Graduate

At Musgrave, we've been Growing Good Business for over 146 years. And we're not stopping there. In fact, we're just getting started. As Ireland's largest private sector employer, we welcome talented people who want to be part of a thriving business with real purpose. Every role at Musgrave is a chance to define what Growing Good Business means.

We are currently recruiting for our award-winning Graduate Development Programme and we want you to *bring your good* to our business and develop your career with us.

Role:	Consumer Insights Graduate	Location:	Hybrid with office locations in Cork, Dublin
Type:	2-year contract	Travel Required:	Occasional business travel
Department:	Insight & Innovation	Rotations:	Within the team

Purpose & Scope

In Musgrave, we support thousands of retail and foodservice family businesses. Every day we feed one in three people in Ireland through 11 market-leading food and beverage brands that include SuperValu, Centra, Daybreak, Mace, Frank and Honest, and Musgrave MarketPlace. At Musgrave our values and purpose challenge and inspire us to do the right thing, with a focus on practicing good, fair and honest business, a commitment to profit with purpose and working relentlessly to innovate and lead the way in our market.

There is now a multitude of ways to engage our customers, through online, mobile, in-store and other services. The remit of the Insight & Innovation (I&I) team is to ensure that all our channels to our consumers, both physical and digital, work in a seamless manner and drive continuous improvements in our customer experience, and by delivering a seamless shopping experience, we will enhance the ability of Musgrave to personalise the offer to our customers and subsequently drive sales.

Our strategy is to grow a world class food and beverage business that delivers market leading customer experiences every day. To deliver this strategy we must deeply understand our customers, consumers and all our internal business functions and use consumer insights across Musgrave to delivery optimal outcomes.

The purpose of this role is to work as part of market leading Consumer Insights Team that delivers forward-looking and high-quality insights for brands across the Musgrave Group including SuperValu, Centra, Musgrave MarketPlace, La Rousse Foods and Italicatessen.

This is an excellent opportunity for innovative and motivated people with excellent research, marketing, innovation or business skills and an interest in working and having a great career in the fast paced and dynamic FMCG industry.

The scope of the Consumer Insights Graduate role comprises of a two-year experiential development programme as part of the Insights and Innovation department. The programme will allow the graduate gain wide experience right across the I&I department, with a particular focus on our Consumer Insights & business growth Strategy and developing research, service design thinking and innovation skillsets. You will also participate in the formal development modules of the Musgrave Graduate Development Programme over the course of the two years.

Key Activities

- Act as 'voice of the customer' to enable the business to make informed decisions based on deep customer insight.
- Writing research briefs and managing consumer research projects based on the brands' strategic priorities and liaising with our research partners as required.
- Conducting research in the field as appropriate and understanding and advising on best research approach vis-à-vis research objectives and desired outcomes
- Assisting with, and in time leading insight projects, for example:
- Briefing agencies on ad hoc research requirements and seeking proposals.
- Responding to requests for past insight papers / research
- Managing ad-hoc consumer research projects as required
- Analysing data (both quantitatively and qualitatively)

- Creating insightful presentations to enable the business to action as appropriate.
- Gathering, collating, and interrogating insights from multiple sources into clear, simple, and actionable recommendations
- Developing relationships with external insights partners and research agencies and ensuring a good ongoing, collaborative working relationship.
- Dealing with queries as and when required, reporting back to internal colleagues with full, accurate and timely response.
- Managing workload effectively, ensuring work is delivered on time and in accordance with business priorities.
- Support the Head of Function with desk research and in-field research on various topics as they arise.
- Participate in relevant Musgrave Colleague Forums e.g. GenRep, Employee Resource Groups etc.
- Other rotational experiences may arise due to business requirements and details of typical activities and responsibilities would be provided at that point.

Primary Relationships

- Head of Insights & Strategy
- Consumer Insights Manager/Team
- Brand Marketing Teams
- External Partners

Secondary Relationships

- I&I Director
- Divisional HR colleague
- Graduate Mentor
- Graduate Buddy
- Early Careers Office
- Other graduates

Essential Qualifications

- Honours Degree (Level 8) or major in Food Business/Marketing

Desirable Qualifications

- Master's level qualification in a Management and Marketing discipline, Consumer Research or Consumer psychology

Essential Skills

- Experience/knowledge of research methodologies
- Strong organisational and time management skills
- Strong analytical capabilities with an emphasis on reading and interpreting data and consumer feedback
- Competency with Microsoft Office, particularly Excel & PowerPoint
- Communication skills
- Analytical skills and good attention to detail
- Project management skills

Desirable Skills

- A passion for consumer insights and behaviours
- Commercial acumen
- Strategic thinking capability

Our Values

At Musgrave our values and purpose challenge and inspire us to do the right thing. We work in alignment with our values of: ***building and sustaining long term stable relationships built on a bedrock of honesty, working hard, achievement and not being greedy.***

