

JOB TITLE: Consumer Insights and Strategy Associate
DATE: May 2024
REPORTS TO: Manager, Business Strategy
EXEMPT STATUS: Non-Exempt

Our mission at the Minnesota Vikings is to Advance the Vikings legacy through the passionate pursuit of excellence.

We strive to achieve, we put the team first, we seek to learn, we exhibit high character, and we are committed to a diverse, equitable and inclusive environment.

SUMMARY: This position will support the Business Strategy and Analytics team with managing strategic initiatives across the organization. The Consumer Insights and Strategy Associate will learn to ideate and activate target segments, track key performance indicators and goals for various departments and assist in research development and insight delivery. The Consumer Insights and Strategy Associate will also gain additional knowledge of organizational data strategy. This is a full-time full year position that will require a flexible schedule and likely include regular office hours, some evenings, weekends, as well as potential game-day responsibilities.

In addition to the duties described above, the Consumer Insights and Strategy Associate will take part in the Vikings' exclusive **Leadership Development Program**. This program will provide regular opportunities for professional development, exposure to organizational leadership and the ability to develop skills critical for the Associate's future career growth. A fundamental part of the program will include clearly defined goals between the Associate and their Supervisor that will be tracked and measured for progress throughout the term of the program.

This is a temporary full-time position that will begin on June 3, 2024 and conclude on May 23, 2025, unless otherwise determined.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist in the annual planning process and strategic analysis supported by annual goal setting and key performance indicator creation and tracking.
- Create and manage a library of research, and build summary decks with insights to support key business initiatives.
- Track campaign performance by audience and develop insights for stakeholders through reporting.
- Support Business Strategy team in building out audience roadmaps and creating project briefs for growth audiences.
- Play a critical role in supporting marketing research activities and leveraging insights to drive business decisions, with a heavy focus on growth strategies and macro consumer lifestyle trends.
- Be the voice of the fan and partner with the brand team to continuously reach the best outcomes and grow the business.
- Assist the Business Strategy team in creating and maintaining performance benchmarks for relevant initiatives.
- Use project management tool to provide transparency for all departments. Maintain team calendar, set up reporting, and close communication loops for the Business Strategy team.
- Vendor relationship management – communications between Business Strategy team and key partners/vendors.
- Meeting documentation and coordinating meeting schedules across departments in Outlook.
- Support the Business Strategy and Analytics team as needed with other ad hoc projects.

QUALIFICATION REQUIREMENTS:

- Strong work ethic.
- Proven organizational skills and being a self-starter are a must.
- Ability to handle multiple projects and tasks simultaneously and to learn new skills/processes quickly.
- Relationship building experience and ability to navigate ambiguity.

- Previous research experience a plus.
- Knowledge and understanding of business development: business strategies and goal setting is a plus.
- Excellent communication skills— including verbal, written, and presentation.
- Experience with Microsoft Office Suite.
- Comfortable working in a diverse team environment.

CONFIDENTIALITY REQUIREMENTS: *This position may require the individual to have access to confidential records and information. To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.*

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Ability to perform physical tasks such as lifting and moving boxes etc.
- The ability to sit at a desk for long periods of time.

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Standard office for regular office hours

The Minnesota Vikings are committed to creating and sustaining a culture for you. Whoever you are, we are an organization that embraces and empowers people of all backgrounds and experiences and incorporate diversity, equity, and inclusion into the foundation of everything we do. We are proud to have a culture that empowers our people to harness their uniqueness to develop their full potential as a contributor to the success of the organization and the communities we serve. The Minnesota Vikings are an equal opportunity employer, and we continue to commit to creating equitable opportunities by ensuring that our place can be anyone's place.