**SHOPPER INSIGHT EXECUTIVE**

Frontline’s talented people are what make us the successful business we are, at the forefront of driving innovation within a fast paced and dynamic industry.

**The magazine supply chain is complex and Frontline ensures that the biggest brands in the magazine market reach retail shelves in the right quantity and at the right time. This involves managing relationships with Printers, Carriers, Wholesalers and Retailers on behalf our Publishing Partners; – Bauer Media, H Bauer, Haymarket and Immediate Media Co.**

An exciting opportunity has arisen, on the Category Management and Retail Marketing Team for a Shopper Insight Executive. This role is offered as a full time, permanent position, based in Peterborough, but currently working from home, under the government guidelines.

Working across a wide number of magazines and categories, this role requires excellent attention to detail and the ability to understand trends within data to generate conclusions and action. Working within the highly successful Category Management & Retail Marketing Team, the key objective of this role is to analyse what is happening at retail from a shopper perspective, identifying key trends and providing insight to Frontline & Seymour’s publishers and retailers.

Key responsibilities will include:

* Provide insight utilising Tesco and Sainsburys loyalty card data that is actionable either through increased listings, new promotions, new products or retaining clients.
* Constructing and running reports from our data sources. Generating shopper insight by utilising the available tools and data to deliver the agreed Category Management input / insight in support of Seymour and Frontline’s needs.
* Provide regular communication with Seymour and Frontline internal contacts and partner teams to support the achievement of title objectives as well as updating on progress and the opportunities that exist.

The successful candidate will be able to demonstrate the following skills:

* An understanding of retail and how magazines are sold through retail outlets.
* Strong aptitude for analysis and interpretation of data. Capable to use data to answer questions.
* Ownership and enthusiasm- you take responsibility for your workload, your output and constantly seek out new opportunities.
* A high level of proficiency with Excel (at least intermediate)
* A good communicator and comfortable with presenting
* A logical and analytical mind with an aptitude for problem solving.
* Deliver excellent customer service

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If you feel you want to work in a dynamic and exciting environment, please send your CV along with a covering letter **to** [**https://app.smartrecruitonline.com/p/job/Shopper-Insight-Executive-24288**](https://app.smartrecruitonline.com/p/job/Shopper-Insight-Executive-24288)

**The deadline for applications is Monday 21st June**