



Insights Manager * in (Kassel Hybrid, DE)

Referenznummer 1004113001

Stand: 04.01.2024

Ausschreibendes Unternehmen:

SMA Solar Technology AG

#bethechange


Standort:

SMA Solar Technology AG

Sonnenallee 1

Insights Manager * in (Kassel Hybrid, DE)

Art der Stelle:

1 Stellenangebot 

Beschäftigungsbeginn:

ab sofort

Anstellung:

Vollzeit

Berufsfeld:

Sonstige Berufe

Ansprechperson:

Personalabteilung /

Global Recruiting

Tel. 0561 - 9522 0

We

are

shaping the energy revolution! In the Home Solutions Business Segment, we develop integrated energy solutions for homes. With our SMA Energy System, our customers can not

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only generate solar energy - we also provide solutions for optimally using the generated solar power in the entire house. Supplying household appliances with solar power, charging electric vehicles in a climate-neutral manner and controlling heating in a cost-optimized way - with the SMA Energy System Home, this can be done fully automatically with 100% green power from the roof, if desired.

Your contribution to the "big picture"

- As an Insights Manager, you are responsible for securing the availability of the right insights at the right time to ensure operational and strategic fact-based decision-making e.g., through primary/secondary market research
- You generate and manage a balanced research agenda for Market, Customer & Competitive Insights
- You distribute existing knowledge, making it accessible and transparent to the entire organization, especially for Strategic Sales, Strategic Marketing and Portfolio Management within the Business Segments
- Furthermore you support key stakeholders in how best to use this existing knowledge as well as connecting different insights
- Additionally you ensure that the best-practice insights approaches are understood and applied by your colleagues

Your skills are needed

- University degree in Marketing, Industrial Engineering or comparable qualifications
- Your personal competencies include: strong communication and collaboration skills, intercultural competencies as well as a strength in strategic and conceptual thinking
- Your methodological competencies include in particular: marketing, market intelligence or market research
- Your functional competencies include: profound skills in designing insights research projects and interpreting findings, deriving strategic recommendations
- You are fluent in English and German, additional language skills are advantageous

#bethechange We look forward to receiving your application.

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Your contact is Jessica Matis | HR Business Partner | Telephone: +49 561 9522-0* SMA is committed to diversity and equal opportunity - unattached of gender, age, origin, religion, disability or sexual orientation.

Bitte im Betreff der Bewerbung folgende Referenznummer angeben: **1004113001**

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