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TOYOTA NORTH AMERICA



Job Title

Consumer Insights Senior Analyst-TMN0038S

Grade/Job Level: T16I

Overview

Who We Are

Collaborative. Respectful. A place to dream and do. These are just a few words that describe what life is like at Toyota. As one of the world's most admired brands, Toyota is growing and leading the future of mobility through innovative, high-quality solutions designed to enhance lives and delight those we serve. We're looking for diverse, talented team members who want to Dream, Do, Grow with us.

Who We're Looking For

Toyota's Consumer Insights Department is looking for a passionate and highly motivated Consumer Insights Senior Analyst for the Toyota Truck/SUV Team, focusing on vehicles such as Highlander, Venza, Sienna, and future products that have yet to be announced to the public.

The Consumer Insights Senior Analyst will be responsible for gathering the voice of the customer across a variety of research projects related to Product Development, Launch Activities, Market Positioning, Communication, and deepening our understanding of consumers. Special projects include managing our purchase funnel studies and supporting multicultural/growth markets research initiatives. Typical qualitative and quantitative projects include Focus Groups, Syndicated Studies, Surveys, Marketing and Product Clinics, Optimization Testing, and In-Market Tracking.

Reporting to the Consumer Insights Manager, the person in this role will support the department's objective to champion the desires of our consumers to ensure they are at the center of the decisions made by our engineers, product planners, marketers, and executives.

What You'll Be Doing

The Consumer Insights team is committed to a framework we believe ensures the customer's voice is placed at the center of all decisions we make at Toyota Motor North America. Here is an overview of key competencies our team members strive to achieve:

- Business Problem Solving

In this role, the Senior Analyst is expected to have a strong understanding of how to translate and scope business questions of internal clients into a research study design. This includes the ability to artfully understand and clarify their client's business context and questions. The pace of change in the automotive business requires a Senior Analyst who is agile, flexible, and creative in their approach to business problem-solving.

- Project Execution / Management

Another important area of responsibility is to manage the details of the research study process. This includes managing multiple projects simultaneously along with business partners, the research execution, and timelines for all assigned projects. As part of the process, team members support selecting appropriate and diverse methodologies in designing research studies. We encourage trying new approaches (e.g. new business partners, innovative techniques) to help the Consumer Insights Department continuously improve.

- Insight Generation

Consumer Insights Senior Analysts are expected to proactively develop as Subject Matter Experts for their assigned products/stakeholder groups. The Senior Analyst can use various data sources and insight generation tools to align their insights with stakeholder business needs to produce recommendations. The recommendations should use good business judgment applying research insights to their client's specific business questions.

- Data Synthesis / Analysis

As the Senior Analyst continues to strengthen their role as a trusted advisor to their clients, their project deliverables will provide a cohesive story using both existing findings and, if appropriate, insights from previous/related projects. By identifying broad themes from other research, the Senior Analyst will be able to create new insights leading to new areas of study.

- Communication / Influencing

To translate the insights into data-driven stories that inform strategy, the Senior Analyst must be able to effectively communicate to stakeholders at all levels of the organization. They must be comfortable presenting to working-level teams as well as senior executives in a way that meets the needs and styles of different audiences.

- General Senior Analyst Responsibilities:

- o Consulting with client groups to provide advice on all aspects of the research process, translating business objectives into research questions.
- o Project management of Quantitative and Qualitative Research Projects.
- o Selecting, designing, and implementing a variety of research methodologies to address relevant research questions.
- o Working with TMNA agency partners and their strategy & insights teams.
- o Analyzing data to generate relevant and actionable consumer insights.
- o Effectively communicating insights to a variety of audiences, from working-level teams to senior executives.
- o Proactively monitoring and recommending new and innovative ideas/approaches to address changing research needs and priorities.
- o Managing assigned project financial and operational resources, including managing the purchasing and internal finance processes for assigned projects.

Qualifications

What You Bring

- Bachelor's degree or higher in Market Research, Business, Psychology, Anthropology, Sociology or a closely related discipline, or equivalent professional work experience.
- Understanding of and ability to write quantitative surveys based on an agreed set of business questions and research objectives.
- Ability to synthesize both quantitative and qualitative research findings and write concise, creative, and insightful reports to effectively communicate research findings to a diverse business audience.
- Strong project management and relationship-building skills and the ability to effectively lead, coach, and develop cross-functional project teams.
- Experience with research methods such as surveys, ethnographies, one-on-one interviews, focus groups, marketing and/or product clinics, and tracking studies.
- Understanding the application of various analytic techniques and the ability to explain these techniques to team members and/or internal clients.
- Familiarity with analytic techniques including correlations, regression, factor analysis, cluster analysis, Max-Diff, and conjoint analysis.
- Proficiency with Microsoft Office Package: Excel, Word, and PowerPoint.
- Ability and willingness to travel up to 25% for certain projects.

Bonus If You Have

- An MBA or other advanced degree in Market Research, Psychology, Anthropology, Sociology, or a closely related field.
- Deep understanding of the automotive industry.
- Analytical Platform experience such as R, SPSS, Tableau SAS, or mTAB.
- Understanding of the advanced product development and product management functions.
- Experience leading research to support the brand, marketing, and media teams.

What We'll Bring

During your interview process, our team can fill you in on all the details of our industry-leading benefits and career development opportunities. A few highlights include:

- A work environment built on teamwork, flexibility, and respect.
- Professional growth and development programs to help advance your career, as well as tuition reimbursement.
- Vehicle purchase & lease programs.
- Comprehensive health care and wellness plans for your entire family.
- Flextime and virtual work options (if applicable).
- Toyota 401(k) Savings Plan featuring a company match, as well as an annual retirement contribution from Toyota regardless of whether you contribute.
- Paid holidays and paid time off.
- Referral services related to prenatal services, adoption, child care, schools, and more.

- Flexible spending accounts.
- Relocation assistance (if applicable).

Belonging At Toyota

Our success begins and ends with our people. We embrace diverse perspectives and value unique human experiences. Respect for all is our North Star. Toyota is proud to have 10+ different Business Partnering Groups across 100 different North American chapter locations that support team members' efforts to dream, do and grow, without questioning that they belong. As a company that has been one of DiversityInc's Top 50 Companies for Diversity and a member of The Billion Dollar Roundtable supporting minority and woman-owned suppliers for over 10 years, we are proud to be an equal opportunity employer that celebrates the diversity of the communities where we live and do business.

Applicants for our positions are considered without regard to race, ethnicity, national origin, sex, sexual orientation, gender identity or expression, age, disability, religion, military or veteran status, or any other characteristics.

Need assistance with your application? Send an email to TalentLink_Admin@toyota.com. We'll do our best to reply within 48 business hours.

To save time applying, Toyota does not offer sponsorship of job applicants for employment-based visas or any other work authorization for this position at this time.

Job Corporate Strategy

Primary Location US-TX-Dallas-Plano

Organization TMN - Corporate Strategy & Planning (CSP)

Schedule Full-time

Shift Day Job

Travel No

Posting Date Sep 13, 2021

Unposting Date Sep 24, 2021

Hiring Manager Beatris Diaz

Recruiter Raquel Violante

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