



<b>Job title</b>	Customer and Content Co-ordinator
<b>Location</b>	Home based role with the requirement to attend the office in Leamington for 1- 2 days per week
<b>Hours of work</b>	21-35hrs per week. Ideally a full-time role but has the potential for part time working for the right candidate
<b>Salary</b>	£30,000 per annum full time equivalent (pro-rata for part time)

### The Opportunity

Join the Insight Management Academy (IMA), the world's leading authority on transforming corporate Insight teams. You will join a friendly, highly experienced team of corporate Insight professionals in a role that blends high-level event coordination, customer support and communication, content development, data management and reporting, and technology and AI implementation.

### The IMA

The Insight Management Academy is a best practice membership organisation dedicated to inspiring and supporting Insight leaders to transform the impact of Insight in their organisations. This is a unique opportunity to work directly with a portfolio of 90+ global brands who make up the IMA membership base, including Coca-Cola, eBay, Google, JLR, Lego, McDonald's, Sainsbury's, Sony and Transport for London. Our contacts at these companies are their 'Insight leaders' – the directors who manage their market research, customer analysis and competitor intelligence departments.

We offer our members a range of services, including:

- Invitations to our London, Manchester and online Insight **forum events**
- Direct contact with other senior Insight leaders through our private Insight **network** on LinkedIn
- Licences for team members to access best practice guides, summaries and videos in our **online library**
- Calls with an expert **IMA adviser** who can answer questions and signpost our resources
- An annual Insight leader **benchmarking** exercise to identify development areas
- Our **team development** *Transforming Insight Programme* of workshops, essentials, mentoring & coaching

### Purpose of the role

The purpose of this role is to co-ordinate and continuously improve the delivery of Insight forums, the Transforming Insight Programme and wider membership services, ensuring a high-quality and seamless experience for our members.

The postholder will manage events and programme logistics, oversee bookings and renewals, maintain accurate membership data and generate insight to support engagement and growth.

The role also provides operational, content and communications support across the organisation, while championing process improvement and the effective use of technology and AI to enhance efficiency, member value and overall service delivery.



## Key Responsibilities

### 1. Forum & Programme Excellence

Lead on the end-end coordination of our Insight Forums (London, Manchester and online), overseeing bookings, venue and courier liaison, event logistics and administration, and member communications. Coordinate the team development programme by managing and scheduling workshop and support bookings, reviewing participation and feedback data, contributing to the adviser booking process, and researching and implementing improvements to streamline bookings.

### 2. Membership & Renewals

Act as a key contact for member queries, manage access and account administration, maintain accurate membership data, and oversee the end-to-end renewal process, including documentation, tracking and escalation where required.

### 3. Technology & AI Champion

Lead innovation by championing the effective use of AI and digital tools to streamline processes and communications, while managing key IT suppliers and driving continuous improvement in operational efficiency.

### 4. Content & Communications

Support the maintenance and promotion of online member content, including updating webpages and the online library, refreshing benchmarking materials, and assisting with member emails, mailing lists and social media to drive engagement with IMA content and programmes. Support the creation of new content such as brochures, forum decks and training materials (images, videos, handouts etc) as well as working on ad hoc content projects such as migrating to new website.

*Please note: if part time hours are agreed for the successful candidate, some aspects of this role may be removed from scope.*

## About You

The successful applicant will be a hard-working individual with a passion for organisation, innovation and professional customer service. You will ideally be:

**Data savvy:** Be highly comfortable with numbers, databases and spreadsheets for data management and reporting

**A great communicator:** Have a flair for both written and verbal communication

**Organised & Professional:** Have a strong attention to detail and enjoy working with senior professionals and can manage the logistics of high-profile events with ease

**A relationship builder:** Have the ability to build professional but friendly relationships with IMA colleagues in the office and remotely, as well as with key contacts who work for our corporate members

**AI Enthusiast:** Be excited by AI and proactive about finding ways to apply AI to business workflows

**Collaborative:** Thrive in a friendly, supportive environment where expertise is shared freely

Applicants should hold a degree level qualification or possess a minimum of five years' experience in a comparable office-based role.

For further details of the role, please see the [full job description](#)

To apply for this exciting opportunity, please send a CV and cover letter outlining your suitability for the role to [info@insight-management.org](mailto:info@insight-management.org). You can also contact a member of the team on the email address provided for a confidential discussion or if you have any questions on the role.

Closing date for the role is midnight on **Friday 6<sup>th</sup> March**.