

Director/Senior Manager, Consumer Insights



The Company

Would you like to be part of the team that created “the most impressive product attached to a TV this decade”? Do you want to work at the place that “revolutionized the way entertainment is delivered”? Would you like work on the product that the New York Times called “better than any other”?

Roku’s innovative and best-selling digital video player is just the beginning. Roku is delivering on the future by bringing the promise of Internet-delivered media into the living room today.

For more information, visit www.roku.com.

Director/Senior Manager, Consumer Insights

- Run ongoing surveys of customer sat, usage, purch motivations and report results
- Research new products, services, and features with potential customers — assessing needs, values, and marketing concepts
- Segment/profile current and potential customer base
- Manage syndicated research and report trends
- Manage outside research suppliers
- Execute qual and quant research directly, using inexpensive tools.
- Moderation and fieldwork experience
- Set up research facility
- Manage beta test communities
- Manage research budget
- Track key metrics of business success
- Analytical style, speed, versatility, and proactivity are musts.
- Great attitude, highly collaborative, able to work in dynamic environment
- 5-10 years relevant experience