

Position Title	Assistant Manager – Primary Market Research
Department	Digital Analytics
Schedule	Full-Time
Location	Bangalore

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

More information can be found at www.course5i.com

Global Offices

United States | India | United Kingdom | Singapore | United Arab of Emirates

SPECIFIC RESPONSIBILITIES

- Work as a part of the WW insights team with our client directly as their FTE to manage various Primary market research projects
- Manage day to day research operation to support on time execution of studies and reporting
- Support in Pre study research audits and drafting research brief for the vendors
- Questionnaire preparation support
- Take part as an active member in preparing the Study design, sampling plan, information areas
- QC of Field data
- Preparation of custom reports
- Preparation of country reports
- QC of final reports and score cards
- Present the findings to the internal stakeholders and address the queries and feedback promptly
- Post study data mining
- Maintenance of study data-sets and documents
- Cross-study data analysis

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:-

- Master of Business Administration or equivalent qualification
- Primary Market Research experience
- 6-8 years' work experience from leading market research agencies such as Millward Brown, IPSOS, TNS, GfK, AC Nielsen, IDC etc.
- Some of the key requirements for the profile will be:
 - Technology orientation in professional experience
 - Proven ability to handle multiple tasks
 - Experience in handling multi-country studies
 - Have managed studies in Brand and Consumer space
 - Attention to details
 - Very good communication and presentation skills
- Have experience working with Analytical tools like SPSS, R
- Ability to manage different primary research studies
- Understanding data from multiple streams to generate insights
- Analytical bend of mind