

Job Description

Company	Course5 Intelligence
Position Title	Sr Analyst
Reporting to	Director
Schedule	Full-Time
Work 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 | United Kingdom | United Arab of Emirates | India | Singapore

Job Summary:

End to End Primary Research Project Execution in co-ordination with Internal Marketing Teams

Job Responsibilities:

1. Understanding the marketing and business objectives from the requestor team
2. Discussing possible research solutions and outcomes
3. Identifying suitable vendors/agencies and solutions
4. Comparing, shortlisting and finalizing agency based on proposal
5. Discussing/negotiating timelines with agency and communicating to requestor team
6. Co-ordinating with agency on questionnaire, fieldwork, report etc. to ensure completion of project on time
7. Summarizing agency reports to align to business/marketing objectives
8. Creating reports from agency data, customized for internal consumption
9. Co-ordinating with accounts/finance teams for agency payments, POs, invoices

Requirements & Qualifications:

- 2 – 4 years experience in Custom Market Research
- Experience with proposals outlining research design, sample plan, methodology, timelines, costs
- Experience with questionnaire designing and report writing
- Should have managed at least one junior resource including grooming them
- Should have experience with varied research methodologies, techniques
- Project management involving both qualitative and quantitative will be given priority
- Client servicing/communication experience will be an added bonus but not a must

- MBA (Marketing) having experience with Custom Research Agencies like AZ Research, IDC, WNS, Frost & Sullivan, IQVIA, Karvy Insights Hansa, GfK, IPSOS, Kantar, Nielsen

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, color, religion, sex, sexual orientation, age, marital status, disability, gender identity, etc. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.



