

## Job Description

<b>Company</b>	Course5 Intelligence
<b>Position Title</b>	Senior Analyst
<b>Reporting to</b>	Director – Digital & Advanced Analytics
<b>Schedule</b>	Full-Time / Contractual
<b>Work Location</b>	India

### 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](http://www.course5i.com)

#### Global Offices

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

#### Job Summary:

The Audience Strategy & Activation team helps brand teams leverage client’s internal data platform, Consumer DNA, to better understand their activation audiences and communicate with them in more relevant ways. Straddling consumer insights and media, the team’s goal is to deliver actionable insights that inform brand media and activation strategy and help unlock brand goals such as personalization at scale.

- Collaborating with Brand, Media & Insights teams to understand their problems to solve and align on an approach
- Partnering with a team of data scientists to define brands’ behavioral growth targets within Consumer DNA, segment each audience, and derive insights on each segment
- Translating data into a cohesive consumer story and strategic recommendation to guide media and creative approach
- Thinking about future improvements to Consumer DNA, including potential new data vendors and better ways to use existing datasets, in collaboration with Data Science/Data Engineering
- Designing surveys to answer brand questions and analyzing results

#### Key partners include the following:

- Data science team
- Brand teams
- Insights teams
- Media teams
- Media agencies

**Corporate Office:** 201. Ceeiav House. Dr. Annie Besant Road. Worli. Mumbai - 400018. India.

- Creative agencies
- First-party data team

#### Qualifications and Other Requirements:

- Bachelor's / Master's degree
- 3-6 years of experience
- Strong written and verbal communication and influencing skills, including presentation and storytelling skills.
- Passion for consumer behavior, media, and digital marketing
- Ability to collaborate, especially with more technical teams like Data Science
- Excellent analytical skills and ability to translate data into actionable insights and strategic recommendations
- Creative problem-solving skills, including the ability to assess and define a problem and concisely recommend a solution to senior leadership
- Organizational and project management skills, with the ability to manage multiple projects at once and prioritize accordingly
- High degree of proficiency with Microsoft Excel and Power Point
- Familiar with email marketing metrics and segmentation practices (e.g. active definition, engagement KPIs, how source effects acquisition, etc.).
- Salesforce Marketing Cloud certified

