

## Key Responsibilities

- Engage with marketing clients and help them succeed.
- Manage day-to-day delivery independently along with analyst teams.
- Co-ordinate with analysts, statisticians and project leads.
- Play a team management role.
- Work in the areas of sales & category management, business planning, marketing ROI and other related initiatives.
- Help extract insights from consumers, sales and other data available and provide data analysis, synthesis & presentation support.
- Capably manage projects within the development cycle for various client solutions like dashboards, presentations, reports etc.

## Essential Skills & Competencies

- Domain knowledge and understanding, particularly for the consumer goods industry.
- Proficiency in analytical thinking & breaking down large problems into solvable chunks.
- Understand consumer data and its analysis procedures to generate meaningful insights.
- Willing to continuously co-ordinate with onsite clients and teams in India.
- Possessing a consulting orientation; gathering different perspectives, examples and using them to enrich day-to-day work.
- Willing to travel onsite as and when required.
- A working knowledge of PowerPoint and Excel.
- Experience in SPSS, SAS, SQL, R etc. would be an added advantage.

## Qualifications

- 1-4 years of marketing, marketing research, strategy, marketing analytics or consulting experience.
- A Masters' degree in business administration is a must. Preferably from a good business school with marketing as one of the focus areas.

## Salary & Other Details

Salary including benefits will be based on prior experience & qualifications and will match industry standards.