

CONSUMER INSIGHT AND DEVELOPMENT ASSOCIATE

Ημ/νια:18/3/16 Μέσο: DAILY FAX Σελίδα: 4



CONSUMER INSIGHT AND DEVELOPMENT ASSOCIATE

An opportunity has arisen for a Consumer Insight and Development Associate to join our team.

The role of the Consumer Insight and Development Associate is to analyze and present key marketplace / consumer insights. The Associate is also significantly involved in the New Business process, including working with several key executives to assist with the production of documents that are both insightful and visually compelling.

Responsibilities include, but are not limited to:

- Coordinate proprietary and non-proprietary research with outside suppliers and vendors
- Assist client and new business teams in creating consumer targets and analyzing data from proprietary and secondary sources
- Assist in the compilation, analysis and interpretation of information from all available research sources for specific high level presentations that are clear, compelling and persuasive
- Assist in the analysis of research surveys and reports from outside sources
- Contribute to client pitches; coordinate and compile prospective client meeting materials
- Participate in the design of survey questions, programming of questionnaires, and analyzing results
- Be an engaged member of the media industry and proactively solicit and contribute innovative ideas

Desired Skills and Experience

We are looking for media professional who has:

- Bachelor's Degree in Marketing, Research or relevant principle is a prerequisite, MSc will be appreciated
- 2-4 years' experience in consumer research, account planning, advertising, marketing, or media research
- Advanced computer skills (MS Word, Excel, PowerPoint) are necessary
- Strong mathematical and analytical skill set
- Experience with online research tools such as Nielsen, Google Analytics will be considered a plus
- Experience with cross-tab programs will be appreciated
- Being able take ownership of multiple projects simultaneously from start to finish
- Balanced ability to perform analytically and creatively.
- Flexibility, independence and ability to multi-task with minimal supervision
- Express oneself clearly and concisely in all oral and written communications and share data analysis in a visual, compelling and creative way
- Being able to work under tight deadlines and pressure

To apply please forward your CV (in English) to the
HR DEPARTMENT: HRDanHellas@dentsuaegis.com

Η ηλεκτρονική εφημερίδα
Zougla.gr ζητά για άμεση πρόσληψη

ΥΠΕΥΘΥΝΟ ΔΙΑΦΗΜΙΣΗΣ

Απαραίτητα προσόντα :

Έως 35 ετών

Προϋπηρεσία κατ' ελάχιστο

3 χρόνια σε ανάλογη θέση

Εμπειρία ηλεκτρονικών πωλήσεων,
οργανωτική & διαπραγματευτική ικανότητα
& αποτελεσματικότητα

Εξαιρετική γνώση Αγγλικών & Η/Υ

Προσφέρονται:

Ικανοποιητικό πακέτο αποδοχών

Προοπτική εξέλιξης

Αποστολή βιογραφικού:

e-mail: hr@zougla.gr με θέμα

«Υπεύθυνος Διαφήμισης»

Η ηλεκτρονική εφημερίδα
Zougla.gr
ΖΗΤΑ ΓΙΑ ΑΜΕΣΗ ΠΡΟΣΛΗΨΗ

TRAFFICKER

Απαραίτητα προσόντα :

Προϋπηρεσία κατ' ελάχιστο 3 χρόνια
σε ανάλογη θέση

(καλός χρήστης συστήματος adman)

Γνώση των Google Analytics

Εξαιρετική γνώση Αγγλικών

Υπευθυνότητα & συνέπεια

Προσφέρονται:

Ικανοποιητικό πακέτο αποδοχών

Προοπτική εξέλιξης

Αποστολή βιογραφικού:

e-mail: hr@zougla.gr

με θέμα «Trafficker»