

Job Description

Company	Course5 Intelligence
Position Title	Associate Research Manager/Research Manager
Work Location	Mumbai/Gurugram/Bengaluru

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 | Canada | United Kingdom | United Arab of Emirates | India

Job Responsibilities:

- Proven knowledge of market research: consumer research/brand research, specifically brand equity, brand management, concept testing, U&A, and pricing projects, especially in FMCG/ Consumer durables.
- Experience in quantitative & qualitative research techniques & tools like questionnaire / discussion guide/research design / preparing a research execution plan etc.
 - Proven skills in team management and leadership. Demonstrated ability to build strong client relationships
 - Strong analytical, presentation, and interpersonal communication skills.
 - Strong knowledge of all research methodologies, with the ability to solutions to client objectives by means of various statistical analysis.
 - Good command on various statistical methodologies used in quantitative research such as conjoint, MaxDiff, Segmentation, TURF, Pricing analysis such as Gabor Granger, Price-sensitivity analysis, etc.
 - Run market simulations, analyze study data, and provides report conclusions and recommendations, with minimal supervision
 - Proven ability to connect telemetry and other sources of data to augment research findings.
 - Good knowledge of major aspect of branding and brand equity studies involving Marketing Mix Modeling, Market Lift, Multi-Touch Attribution, etc.
 - Consults with clients regarding research designs and general study concerns
 - Prepares and presents study results to clients

- Should have solid experience in servicing end clients to understand their need and break-down into specific tasks, provide appropriate consultation and report them with crisp inferences and recommendations.
- Ability to give recommendation on questionnaire design aspects so as to enhance the robustness of model by asking right questions
- Hands-on experience in developing research instrument & questionnaires.
- Supervises direct reports by answering questions, providing constructive and consistent feedback, and conducting performance appraisals in a timely manner
- Mentor team to drive research reports independently
- Should be a self-starter and motivated to continuously research and evaluate new methodologies for market research
- Intellectual curiosity and a demonstrated ability to rapidly develop an understanding of new content and speak credibly with stakeholders.

Requirements & Qualifications:

- MBA with strong statistical knowledge
- Strong communication skills, oral and written especially with clients and sales.
- Excellent problem solver; ability to troubleshoot
- Analytical & Methodical approach
- Ability to multi-task and prioritize in a fast-paced environment
- Attention to detail
- Self-starter with ability to learn quickly and thrive under pressure in a fast-paced environment
- Knowledge of Office Applications (Word / Excel / PPT) is a must
- Knowledge of platforms used as part of market research.

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.

