

Market Researcher at Itai Global

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); We are a comprehensive Human Capital Consultancy firm dedicated to helping organizations just like yours with their HR activities and work. We believe in creating productive and fruitful relationships with our clients by adding value to your business to ensure that you get the very best return on your Human Capital spend. Our Human Capital solutions, advice and guidance are uniquely designed and shaped around your exact requirements and objectives. They will fit with your culture and the business challenges that you currently face. Itai Global serves organizations that believe that people are the ultimate drivers of organizational success. Wherever we operate, our commitment is to offers a unique approach, efficiency, convenience diligently and efficiently. Itai Global looks to your future! If you grow, we grow. If you beat your competition, we beat ours. If you achieve results, so do we! We know our business, we'll learn yours. We are a trusted partner, not just a vendor! We do not settle for the status quo! We partner with you to find the best ways to meet your needs and expectations with an eye on budget and outcomes Vision/Mission To enhance the performance of every organization through the effective management and development of Human Capital through our services and products. To be recognized as an impactful, innovative and efficient HR Consulting partner. Through our One-Stop HR Shop we are your Professional HR Partner! Mission To partner with clients and provide unparalleled expertise and advice across all aspects of Human Resource management to organizations across industry sectors whilst supporting the development of Human Capital skills.

Job Requirements

Bachelor's degree in Marketing Research, Statistics, Math, or related field required.

1-2 years proven Market Research Analysis experience would be an added advantage.

Ability to interpret large amounts of data and to multi-task.

Strong communication and presentation skills.

Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office.

Search engines, web analytics and business research tools acumen.

Familiarity with CRM programs.

Adequate knowledge of data collection methods (polls, focus groups, surveys etc).

Working knowledge of data warehousing, modelling and mining.

Strong analytical and critical thinking.

Job Responsibilities.

Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations.

Understand business objectives and design surveys to discover prospective customers' preferences.

Compile and analyze statistical data using modern and traditional methods to collect it.

Perform valid and reliable market research SWOT analysis.

Interpret data, formulate reports and make recommendations.

Use online market research and catalogue findings to databases.

Provide competitive analysis on various companies' market offerings, identify market. trends, pricing/business models, sales and methods of operation.

Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct.

Remain fully informed on market trends, other parties' researches and implement best practices.

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