MARKET RESEARCH ANALYST & INTERVIEWER

JOB DESCRIPTION
Candidates must be located in Germany (any location)

Please note this position is for contract work only and all work is coordinated remotely.

Euromonitor International is looking for a junior professional with a business background to support the fieldwork of our market research projects on the German market and potentially Switzerland. This role will suit a self-starting and independent individual, who is looking for the flexibility of working from home. Experience within the FMCG and/consumer service sectors is ideal but not a must.

The market research analyst will be engaged on short-term ad hoc projects and will be supported on each by a Project Manager in one of our EMAI offices. As part of Euromonitor’s core methodology, our researchers gather relevant information from secondary research and in-depth interviews with key industry stakeholders. Interview success relies on researchers’ proactivity to recruit and secure interviews with the right contacts, and their ability to uncover key data and insights via open discussions.

Being ad hoc, our projects can address different types of questions in order to deliver insightful business intelligence. Examples of this include:

- How much dairy was sold in the Germany in 2018? Why did sales increase/decline over the previous year?
- What companies are the leading players in the consumer finance market? What share of sales is held by the leading brands?
- Is there a market for subscription meal kit deliveries in Germany? What channels could it be sold through? How should the product be positioned to maximise its potential?
- Why is company X doing better than company Y? What strategy is being employed and how is this supported operationally?
- What are the [geographic, category, channel] opportunities in the e-Cigarette market?

For more information about our research capabilities, please visit https://www.euromonitor.com/capabilities
Key Responsibilities

- Conducting trade interviews in Germany and potentially Switzerland, with different key players of the value chain: manufacturers, suppliers, distributors, associations, government, etc.
- Reviewing and collecting information from secondary sources
- Visiting retail stores to gather product information and speak to staff
- Researching contacts / networking to establish links in the industry
- Analysing quantitative and qualitative data / information
- Hypothesis testing
- Generating MS-Word and PowerPoint reports in English

Desired skills and experience

Do you have what it takes to become one of our top contributors? Here is what we are looking for:

- Minimum availability of 30 hours per week when actively engaged on a project
- Fluency in English and German. French is also ideal
- Previous experience working on a short-term contract basis or in a freelance capacity
- Tenacity in the pursuit of information and a keen attention to detail
- Strong communication skills and a willingness to find strong industry contacts - conducting interviews with industry players is a key part of the role
- Excellent time-management, organization and self-motivation skills
- High level of numeracy - Ability to work with, analyse, and interpret data
- Proven proficiency with Microsoft Office (Word, PowerPoint, Excel)

What we offer

- Continuous training in our market research methodologies via online training courses and selected live training sessions
- Collaboration with an international team across EMEA and beyond
- The ability to contribute to research projects for top multinationals
- The possibility to build a network of high profile professionals among leading global FMCG players
- The opportunity to develop and position yourself as a local market research expert
- Flexible hours from the comfort of your home

Application process

Please apply in writing to ingrid.vergel@euromonitor.com. Please attach a copy of your current CV and a covering letter outlining your interest in the role and why you feel you are suited to the position. Please give an indication of your salary expectations.

By applying to this post you are agreeing to our privacy policy and opting in to recruitment communication for 24 months. You may opt out at any time.//