



Freelance Market Research Analyst

Zenith International Ltd is a world leading food and drinks consultancy, located in Bath, United Kingdom.

Our commercial and technical consultancy, market intelligence and conference services have helped shape the worldwide food and drinks industry for more than 20 years. Today we work with over 1,000 clients in 50 countries, ranging from start-ups to multinationals, and cover the markets in more than 90 countries. We help these companies in nearly every aspect of their business, both commercial and technical.

We have a requirement for a Freelance Market Research Analyst as described below:

Designation: Freelance Market Research Analyst

Location: Based in-country/home working

Type: Freelance, On-going

The role:

Reporting to the Regional Research Co-ordinator within the Market Intelligence (MI) team, this role will have excellent research and analysis skills and be responsible for:

- Conducting market and industry research to obtain insight into sector growth, key players, new products, market dynamics, sales volume and value, and market share
- Using appropriate research methodologies – desk research, telephonic and face-to-face trade interviews – to collect market data
- Building effective and long-lasting relationships with existing as well as potential data sources
- Assimilating complex information from a variety of sources and condensing into well-compiled, analytical and insightful research reports with clear recommendations
- Making effective use of internal project management tools available to enhance project coordination and to ensure smooth process flow
- Working closely with the project manager and other MI team members

Requirements:

Essential Skills and Experience

- A background in business, marketing, economics and/or market research
- 3+ years experience in market research
- Proven skills in desk research and trade interviewing
- High level of numeracy and comfortable with statistical analysis

- Fluency in English and the language of the country in which based
- High proficiency in Word, Excel, PowerPoint, Outlook and Internet search

Person Specification

- Should be legally eligible to work and remain in the country
- Strong capability in data analysis and problem-solving
- Go-getter with a can-do attitude
- Collaboration and influencing skills
- Able to work independently with minimal supervision
- Tenacity and attention to detail
- Strong communication skills – oral and written
- Highly organised with planning and time management skills
- Creative and analytical writing style
- Accountability and ownership

Highly Desirable attributes

- Knowledge/familiarity of FMCG sector
- Experience facing clients
- Good telephone etiquette

Technological Requirements

- Computer at home with Windows XP operating system (or later version)
- Microsoft Office 2007 (or later version)
- Broadband internet access

If you could please see the list of countries below that we are looking to recruit in:

Algeria
Angola
Cameroon
Congo (DRC)
Egypt
Ethiopia
Ivory Coast
Kenya
Morocco
Nigeria
Senegal
South Africa
Sudan
Tunisia
Bahrain
Iran
Iraq
Israel
Jordan
Kuwait

Lebanon
Libya
Oman
Qatar
Saudi Arabia
Syria
Turkey
UAE
Yemen

Australia
Cambodia
China
Hong Kong
India
Indonesia
Malaysia
New Zealand
Pakistan
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

Belarus
Bosnia-Herzegovina
Croatia
Czech Republic
Estonia
Hungary
Kazakhstan
Latvia
Lithuania
Poland
Romania
Russia
Serbia
Slovakia
Slovenia
Ukraine
Uzbekistan

Canada
USA

Argentina
Bolivia
Brazil
Chile
Colombia

Costa Rica
Ecuador
El Salvador
Guatemala
Paraguay
Peru
Uruguay
Venezuela

Austria
Belgium
Denmark
Finland
France
Germany
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
UK