

Job Title -: Marketing Research Executive

- | | |
|---------------------------|----------------------------|
| • Location. - Mumbai. | Start Date. - Immediately. |
| • Duration. – 2-3 Months. | Stipend. - Unpaid. |

Introduction:

Dialogues Media is a noted media-based company applying metrics to assess the efficacy of services or products of its customers in the competitive marketplace. Right from discovering the target audience building and getting useful feedback, we offer a complete spectrum of expertise including advertising, market research, and PR activities.

At Dialogues Media, we aspire to provide our customer's counsel based on our acumen and experienced judgment. Irrespective of the business size we work closely with our clients and strive to give our best to them.

Job Description:

- Understand client's requirement and project's objectives, formats and approach and conduct research
- Analyse consumer demographics, preferences, needs, and buying habits
- Conduct qualitative research to capture ideas, opinions, behaviour and perceptions of the sample size to help organizations decide how to shape, advertise and market their products and services
- Collect, analyse, interpret data and make recommendations based upon the findings
- Organize this information into statistical tables and reports to help organizations take decisions
- Measure effectiveness of marketing programs and strategies
- Manage multiple projects with a quick turnaround

About Internship:

Day-to-Day Responsibilities Include:

- conducting research study on field
- Visiting the sector assigned
- Briefing about the purpose of visit & fill up forms.
- Conducting regular follow-ups & submit proper reports.

Skill(s) Required:

- English Proficiency (Spoken)
- 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.
- Interpersonal skills with strong written and oral communication skills
- Analytical and problem-solving skills

- Creativity and teamwork
- Well-groomed, presentable and confident in dealing with people for effective negotiation
- Responsible and able to work under pressure
- Excellent people skills and a friendly manner.
- Communication skills- written as well as oral
- Listening skills

Who Can Apply:

Only those candidates can apply who:

- are available for full time (in-office) internship
- can start the internship immediately
- are available for duration of 2 months.
- have relevant skills and interests
- women wanting to start/restart their career can also apply.

Perks:

- Internship certificate
- Recommendation letter.

Notes:

- If the Job/internship is extended to three months Basic Stipend can be provided based on candidate performance and company's decision.

Pre Placement Offer:

- Students in Last year can be offered a PPO (Pre-Placements offer) in Mumbai CTC details would be shared once students is considered for PPO bases on candidate performance and company's decision.