

Data analyst and marketing support

<p>Overall objective/accountability</p> <p>To provide data analysis and marketing support for the advancement of BabyNes business .</p> <p>The analyst is responsible for ensuring timely and accurate reports are delivered to the teams and for development automated systems . He also works on specific CRM-marketing campaigns programs development and social media monitoring.</p>	<p>Position type</p> <p>6-9 months trainee</p> <p>Context</p> <p>Nestlé recently launched a new business model in the Infant formula category. The BabyNes system is a combination of dispenser and a series of Infant formulas . This model is based on a strong digital and CRM component.</p> <p>The central team is looking for a new person to deliver data based analysis of the business and to support marketing operations in the different markets.</p> <p>Organization</p> <p>Working under the direction of digital and CRM manager, in the marketing team.</p> <p>The role will include working centrally to deliver business analysis to both central marketing team and local commercial team.s</p> <p>The tasks are performed in coordination with different agency partners working either on the campaigns or on the integration of the different analytical tools.</p>
<p>Tasks/responsibilities</p> <ol style="list-style-type: none">1. Ongoing analysis support including automated extraction and consolidation in Excel (to be integrated into weekly , monthly reporting)2. Adhoc analysis of marketing-business issues (this may includes new report to develop using simple queries or via web analytics tools or development within Access databases)3. Participation in Marketing activity reviews to prepare presentation of key findings and recommended actions4. Integration of web-digital analysis into reporting and development of customs reports to help monitor digital activity.5. On going implementation Social media Listening in "radian6".6. Execution of specific marketing –CRM campaigns using CRM tool (end to end : program, launch, analyse)	
<p>Education and required level of experience</p> <p>Student with good analytical skills and interest for business.</p> <p>Ability to execute tactically while understanding commercial impacts</p> <p>Willingness to work in small teams and Broaden scope from data to operational marketing. Interest in digital, website etc..</p> <p>Skills: know how in data management, or statistics, .</p> <p>Good level in MS Excel, Access along with understanding of SAS, SPSS, SQL Server or other analytical tools.</p>	