

We are searching for a:

Business Intelligence Consultant (m/f)

The role of the Business Intelligence Consultant is to provide support to our team in terms of driving and delivering actionable audience, business, media and communication insights via primary, syndicated and other research resources & tools. You will be responsible for identifying solutions and making actionable recommendations on a regular basis to enhance knowledge and understanding of target audience for client groups and new client prospects.

You have to demonstrate strong working knowledge of the media/market space and the available consumer and media research tools and datasets, as well as a strong enthusiasm to learn and work with our own proprietary research study CCS.

Your key responsibilities:

- Administrative Intelligence (e.g. Pitches, Budget, etc)
- Media Intelligence (e.g. Newsletter, Landscapes, etc.)
- Media Research Intelligence (e.g. MEDIApuls, CCS)
- TV Intelligence (e.g. AGB Nielsen)
- Digital Intelligence (e.g. Trends, combined reach)
- Develop and hold presentations and lectures.
- Develop and hold trainings for clients and internal.
- Support during new business activities.
- Represent the agency within external research associations.

Your key skills:

Strategic Thinking & Leadership

- Supervise and assist in the development of insights projects supported by the planning teams
- Train employees on research sources, systems and targeting techniques

- Provide guidance to team members and nurture/promote team environment
- Breaks down problems and issues into critical parts which can be resolved

Communications Skills

- Express oneself clearly and concisely in oral communications
- Write in a clear, compelling and concise manner
- Organize ideas and information logically and sequentially
- Develop presentation materials that are clear, compelling and persuasive
- Adapt communication style to relevant audience
- Establish and maintain communications process within client service group and internal teams
- Maintain frequent/as needed communication with the client and disseminate pertinent client information to the media team
- Move audience to desired action through clear and persuasive delivery of information

Your experience and required knowledge:

- Bachelor's Degree
- 3+ years' experience in media planning, consumer research, account planning or media research in an international business environment.
- Fluency with syndicated resources incl. experience analysing and pulling insights from syndicated research sources
- Ability to execute multiple projects simultaneously and meet deadlines
- Demonstrate a broad marketing perspective yet be detail-oriented and have a facility with numbers
- Ability to articulate strategic foundation for their development
- Balanced ability to perform analytically and creatively
- Advanced computer skills (MS Word, Excel, PowerPoint)
- Excellent English language knowledge

Contact e-mail: croatia@carat.com