# JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Position title:</th>
<th>Market Intelligence Specialist</th>
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<tbody>
<tr>
<td>Reporting to</td>
<td>Group Trade Marketing &amp; Communication Manager</td>
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<tr>
<td>Direct Reports</td>
<td>-</td>
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<tr>
<td>Geographic Location/Area of activity-responsibility</td>
<td>Castelfranco Veneto (TV)</td>
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## Accountability and Objectives
- As Group Market Intelligence specialist, he/she is the point of contact to have general understanding of overall business including market trends and analytics
- Provides consulting and interpretation of market and consumer/customer research data to the organization

## Key Responsibilities
- Responsible for the development and implementation of market research plans and relationships to market research suppliers/partners;
- Run queries on own data (Business Object) and performs analysis to support decision making process;
- Compiles and deliver business intelligence reports to end users on a regular basis;
- Researches information for marketing team and other departments;
- Leverages Google Analytics reporting tools to analyze and report on site visitor/customer activities and identify areas for improvement;
- measure search behavior, conversion rates, referrals, purchase patterns;
- Provides integrated marketing analytical solutions across customers and channels, contributing to in-market action plans;
- Drive deep consumer/customer understanding and ensure all marketing and product management projects are designed with the consumer at the heart;
- Build strong relationship with all colleagues from HQ and subsidiaries and with research suppliers to ensure superior service.

## Skills & qualifications

### Qualifications:
University degree in marketing / economics / statistics or comparable is needed. Master and or any other further qualification marketing is appreciated.

### Experience:
- Significant and proven experience (2-5 years) with both qualitative and quantitative state of the art research methodologies. Ability to multi-task and be proactive & independent in a fast-paced, dynamic environment
- Proven ability to effectively manage large-scale market research and budgets including: market shares analysis, deep understanding of retail data, planning of brand innovation / equity projects, concept/product development, communication development and brand equity understanding/measurement
- Proven track record as a top performer within a multi-cultural environment, strong consumer insight background and passion, proven skills including initiative, strategic and analytic skills and communication.

### Knowledge:
- Commercial understanding of corporate and operational business issues is needed
- Strong understanding of marketing strategy, planning issues, budgeting, priority setting is appreciated
- Strong project management skills is needed
- Ability to understand business strategies, tactics and implement measurable research plans is recommended
- Excellent communication skills both written and oral is needed
- Good Presentation skills is needed

**Languages:** Fluency in English and Italian is needed; knowledge of another language is appreciated

| Mindset and intrapersonal skills | • Results oriented, independent, entrepreneurial and self-motivating  
|                                | • Well-developed interpersonal skills to build positive working relationships across functions within the group  
|                                | • International mobility  
|                                | • Italian and English fluency (knowledge of further languages is appreciated)  
|                                | • Problem Solving and Decision Making attitude  
|                                | • Strong attitude to be a team player |