

Job Description
Senior Executive – Planning

3 Simple asks

- Be the consumer advocate to represent customer's voice in business decisions
- Be hungry for consumer insights
- Analyze, articulate and summarize relevant data

What do we need:

- A passion for understanding consumers and commitment towards research & learning - A strong, analytical mind.
- 2-3 years of experience in consumer research, brand planning or strategy.
- Measurement abilities, experience in data analytics will be a plus.

Key Responsibilities

- Undertake information & data gathering - primary and secondary research, for both, existing portfolio of brands and new business development (as per requirement)
- Creating competitive reviews, brand scans, situational analyses and content performance review (qualitative/ quantitative) for existing portfolio of brands
- Contextualize your information and data to extract relevant and meaningful information
- Identifying challenges, demand drivers, gaps, opportunities and derive insights
- Presenting your research and findings to clients

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