- fulltime: as of now -

Marketing Researcher (m/f)

Job Description:

- Conducts studies and field experiments independently, by planning, executing, interpreting data and results and drawing meaningful conclusions to reveal opportunities and risks to our business
- Monitors and evaluates marketing campaigns and activities, analyses data to provide a strategic basis for CRM an Marketing decisions
- Executes ad-hoc data analysis, forecasts and takes responsibility for different topics in the field of research and analysis
- Gives presentations and communicates results in an engaging way

Your Experience:

- Master degree in business, sociology, psychology, statistics with focus on data management or experimental economies
- 2-3 years of analytical experience in the position of a researcher, data analyst or other relevant positions within Research / Marketing / Retail / Franchising Companies
- Ability to assess research designs and results with a critical eye to ensure that it provides actionable insights
- Experience with data analysis/ modeling, predictive analytics and expertise in data-reporting to relevant stakeholders
- Strong proficiency in Excel and other data management/analysis tools (p.e. "Stata" or "R")
- Excellent analytic and communication skills as well as an solution-oriented mindset
- Knowledge of the German language and/or willingness to improve it

Our Offer:

- Career opportunity for open-minded Team Players with hands-on mentality and drive within one of the world best-known brands
- Flat hierarchy and many attractive benefits
- Attractive salary package consisting of a monthly gross salary according collective agreement starting at EUR € 3.200,- plus performance-oriented bonus system

We are looking forward to your application!

INVESTORS IN PEOPLE