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Marketing Research Analyst – Freshers Jobs – JWS Steel Careers

Job Location

India
Remote work from: IND

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Base Salary

USD 10 - USD 21

Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Research Analyst

As a Marketing Research Analyst at JSW Steel, you will play a vital role in gathering and analyzing market data to inform strategic decision-making across various marketing functions. You will be responsible for conducting in-depth research, identifying trends, and providing actionable insights to support marketing campaigns, product development, and competitive analysis. This is an excellent opportunity for an individual with a keen interest in the steel industry and a passion for data-driven insights.

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JWS Steel Careers

Responsibilities:

- Conduct market research using a variety of methodologies, including primary and secondary research, competitor analysis, and customer surveys.
- Analyze market data to identify trends, opportunities, and threats, and translate findings into actionable insights for marketing teams.
- Develop and maintain market research databases and reports to ensure accurate and timely information access.
- Support the development and implementation of marketing campaigns by providing insights into target audiences, market trends, and competitor activity.

Hiring organization

JWS Steel

Date posted

February 1, 2024

Valid through

31.08.2024

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- Stay abreast of industry trends and developments, and identify potential new markets for JSW Steel products.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to ensure alignment with market needs.

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Skills:

- Strong analytical and problem-solving skills with the ability to interpret and draw insights from data.
- Excellent communication and presentation skills, both written and verbal.
- Proficient in Microsoft Office Suite, including Excel and PowerPoint. Familiarity with market research software is a plus.
- Ability to work independently and as part of a team.
- Strong attention to detail and ability to meet deadlines.

Tags:

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