



1 in 4 people do not have access to electricity

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

JOB DESCRIPTION: SENIOR RESEARCH ANALYST – AFRICA

- Job Location:** Nairobi
- Reporting to:** Regional Insights & Portables Category Growth Manager
- Job Tier Level:** B4
- Direct Reportees:** None

Position Description

The job holder will work closely with internal/ external stakeholders and key customers to understand new requirements, lead research studies in regions and extract insights and concepts that will allow collaboration with innovation/ product development teams to develop product design. The incumbent will also be responsible for periodic BAU studies and trackers for each of the Africa vertically integrated markets.

R&Rs

- Work with regional sales, product category and trade marketing teams to analyze sales trends and estimate channel-wise sales opportunity for new innovations, Collaborate on new products' requirements, price, potential and designs as input to global product roadmap,
- Be the single point of contact for and from the region on all market insights and trackers. Work with product management and Africa sales/marketing teams to ensure projects are aligned with regional market requirements,
- Conduct market research for new products' initiative as per the guidelines of the product marketing team,
- Lead market insights collection, analysis and execution for the region: including planning and managing BTL promotion and trade launch events. Create clear executional plans for approved market insight projects and trackers.

KPIs

- Research calendar – BHT, NPS, CSAT, Delinquency, Retail Tracker & Ad Hoc Research,
- Insights cascade to all countries,
- Manage the Africa VI research budget,
- Manager trackers for all improvement actions agreed



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Desired Skills and Experience

- Minimum of a degree in a business-related field (BSc/BA in business administration, marketing or related field)
- 3 years in varying roles in product marketing, brand building and trade marketing / Field Sales (minimum 1 year in field sales or trade marketing role) in a multinational B2C FMCG, consumer durables or consumer electronics organization
- Prior experience in new product development with expertise in insight mining through field researches
- Demonstrate excellent analytical skills with a strategic ability
- Strong mindset for meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Strong people management skills and the ability to manage and persuade at all levels of the company is essential.
- A thorough understanding of retail insights is essential.
- Good verbal and written communication skills, with an emphasis on tact and diplomacy
- Passion for social enterprise, development of people and environmental benefits

How to apply:

Candidates who meet the requirements should submit their CV and cover letter to: hr.africa@dlight.com indicating the position you are applying for on the subject line "Senior Research Analyst, Africa" before **12th November, 2021**.

For more details about the opportunities, visit our careers page on our website: www.dlight.com

About us:

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