



Market Research Analyst

BRUSSELS

External Description

MARKET RESEARCH ANALYST

Goal

bpost is always on the move. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for every employee.

Within this context, we are looking for a Market Research Analyst to reinforce our Marketing teams.

Mission

Being a real partner for different business units, you understand their needs and are a good listener. The bpost business expert chapter is looking for a market research analyst who organizes market studies that help giving answers and facilitate strategic orientations, and who collects competitive information to be ready to answer specific needs in an agile way.

Tasks and responsibilities

As a Market Research Analyst, you are responsible for the optimization of insights gathering within the centralized competency centre. You collect and analyze relevant market information for the purpose of accurate and confident decision-making in determining market opportunity, market penetration strategy and market development metrics.

Having consulted directly with the business, the successful candidate identifies industry-specific trends, requirements, unmet customer needs, key growth areas and opportunity fields.

You assess the opportunities with the marketing, sales and product teams and ensure that the type of work is aligned with the company's business model.

You are responsible for the progression of the works and the presentation mode of the conclusions and insights to different levels of the organization.

You gather your information through several sources: online panels, external market research agencies, customers, suppliers, social media, ...

You investigate competitive data (both internal and external) and define a set of information to be refined within your team.

You will provide input into the strategy planning processes (e.g., strategy development, business plan, business cases).

Profile

- Technical expertise in market research and competitive intelligence (ideally 5-10 years);
- Strong analytical skills and experience in quantitative and qualitative market research;
- Explorer/executor of Competitive watch;
- Act as a consultant, grasping key issues quickly, understanding the "big picture" and linking market and competitive intelligence findings to larger strategic issues;
- Strong ability to work in cross-functional teams (agile) in a complex environment;
- Innovative mind-set;
- Communication and presentation skills is a must;
- Fluent in Dutch, French & English, both spoken and written.

Why bpost?

Like many other companies, we offer a nice package of benefits in addition to a monthly salary, including meal vouchers, hospitalisation insurance, group insurance, disability insurance, a bonus, 20 days' leave and 7 extra statutory leave days, an end-of-year bonus, double holiday pay, a lump-sum reimbursement of expenses and many benefits for more than 100 bpost partners.

Next to Belgium's leading postal operator, bpost is of course also an important parcel and e-commerce logistics provider in Europe, North-America and Asia. We deliver mail and parcels to millions of doorsteps and provide logistic services to businesses and consumers.

Is the vacancy above something for you? Then you're definitely someone who cares, who dares and who likes to work together. Because at bpost...

...we care. bpost has always acted as a link between people, societies and companies. Due to digitization, there is less contact between people, but our connecting and ubiquitous role has never been stronger. In addition to the important social services bpost provides, we are also one of the largest employers of short-schooled employees, offering them the opportunity to graduate from secondary school. You'll have an impact on society and everyone in it.

...we dare. In an economy that forces us to evolve at lightning speed, we think and act fast. We work on short-term projects, since we don't know what tomorrow will bring. We're decision-makers. We're flexible. We think internationally (while our heart is in Belgium). And we work faster and more efficiently every day through robotization and automation. Because you'll be working for the growth engine of the group.

...we work together. All the above with the realization that we're not alone. With over 34,000 employees in Belgium and across the globe, you will work in an environment that is driven by people. And our chain is only as strong as its weakest link (yes, cliché buster). That's why we are permanently connected to the business and the teams on the ground. The human dimension is of great importance within our company, at all levels. We invest in machines, but we are built on people. They are the strength of our business.

JOB.TITLE

JOB.DESCRPTION