

JD – GMKT-Global insights intern

Scope of Work

- Supporting consumer insights senior manager in developing and representing the “voice of the consumer” through thoughtful data collection, insightful observations, and careful analysis.
- Gather and consolidate internal and external articles, data, and reports on topics of interest.
- Triangulate data to uncover actionable insights to support business objectives and new product development.
- Communicating and understanding the voice of the consumer to the organization.
- Familiarization and management of research agencies and tools.
- Cross-functional collaboration under guidance of mentor.
- Assist any other occasional requests.

Requirements & Skills:

- Students studying marketing, communications, business, business analytics, behavioral science or psychology.
- Academic excellence at all stages throughout university education.
- Strong interest in market research, consumer insight, and business analytics.
- Gain analytical skills, be data sensitive.
- Listening and understanding the consumer voice with empathy.
- Evidence of passion and achievements, willing to learn.
- Strong communication skills a must, fluent English both written and verbal.
- Prefer full-time internship or ability to work at least 3 days a week.