



## Millward Brown India

Position	<b>Senior Research Executive (Qualitative Client Service)</b>
Job Description	<p>The Senior Research Executive Qualitative (SRE) is part of the Firefly Client Service team in their office. Their primary responsibility is to work with senior managers to serve as a liaison between MB Firefly and its clients, with responsibility for appropriate high levels of service to those clients.</p>
Key Responsibilities	<p>The Senior Research Executive Qualitative (SRE) is part of the Firefly Client Service team in their office. Their primary responsibility is to work with senior managers to serve as a liaison between MB Firefly and its clients, with responsibility for appropriate high levels of service to those clients.</p> <ul style="list-style-type: none"><li>• Acts as a liaison between the Client and MB on project-related issues with supervision, ensuring that their needs are being met</li><li>• Developing ability to build client relationships</li><li>• Day to day involvement with client projects, including designing topic and interview guides, involvement in focus groups/in-depth interviews and other qualitative approaches, liaison with project management, interpretation and development of recommendations, preparation of presentation of findings, liaison with CSS</li><li>• Undertakes client presentations while accompanied by senior account team members</li><li>• Demonstrates some marketing knowledge and applies to working relationships with clients</li><li>• Assists in developing new business amongst</li></ul>

	<p>existing clients and actively begins to identify and report back all potential leads with clients</p> <ul style="list-style-type: none"> <li>● Develops individual job costs, monitoring job costs throughout the project and ensures profitability, with some supervision</li> <li>● Works on/drafts and attends business pitches/proposals</li> <li>● Builds and develops a good working knowledge of key MB qualitative tools and techniques</li> <li>● Assists with training and provides guidance to junior team members</li> <li>● Provides technical advice to junior members of his/her team</li> </ul>
<p>About Millward Brown</p>	<p>We help clients build and grow their brands from strategy development through to marketing execution and assessment of brand performance and future potential.</p> <p>Our mission is to provide research-based advice to help our clients successfully manage their brand assets and optimize the return on their media and communication investments and so create value for our clients, staff and shareholders.</p> <p>Millward Brown at a glance:</p> <ul style="list-style-type: none"> <li>● 86 offices in 56 countries, over 4000 employees</li> <li>● We work with 90% of the top 100 global brands</li> </ul> <p>Experts in effective advertising, marketing communications, media and brand equity research</p> <ul style="list-style-type: none"> <li>● Conduct more brand and marketing communications research than any other company in the world</li> <li>● Over 100,000 ads copy tested (Link™) worldwide</li> <li>● Brand equity expertise with over 13,220 brands</li> <li>● Published papers, case studies, norms and internal knowledge bank</li> <li>● 40+ years' marketing research and brand consulting experience</li> </ul> <p>Powered by insights, innovative thinking and a rich</p>

	heritage, we focus on providing actionable solutions to address key business issues.
Qualification	<b>PGPM/MBA Degree</b>
Additional skillset	<ul style="list-style-type: none"> <li>• Proven marketing (research) knowledge</li> <li>• Proven knowledge of MB qualitative products and philosophy (if being promoted internally)</li> <li>• Strong analytical skills</li> <li>• Attention to detail and accuracy (oversees the production and delivery of quality outputs at all times)</li> <li>• Project management – ability in all aspects of project management and across different types of accounts. Supports team leaders to complete project based client requirements, standards and schedules. Focuses on quality control, smooth operations and clear communications between CS and PM.</li> <li>• Developing skills in managing people, including staff development</li> <li>• Demonstrated ability to build strong client relationships</li> <li>• Strong presentation and interpersonal communications skills</li> <li>• Fluency (verbal and written) in English and [Local Language] essential</li> <li>• Cultural awareness</li> </ul>
Location	Bangalore
Compensation	Competitive, as per industry standards

Work Experience	Prior work experience of 3-5 years in Client Service
Contact Person	Interested candidate may send their resume to Ms. Priyanka Kaushik on " <a href="mailto:always.priyanka@gmail.com">always.priyanka@gmail.com</a> "