

## Senior Analyst, Market and Customer Intelligence

Fulltime position

Location: Zen Tower, Hanoi

Starting date: August 2023

Salary: \$USD 1000 to \$USD 1400

13<sup>th</sup> salary month

### About The Groupe Engram

Founded in 2016, the Groupe Engram is a strategic consulting firm whose core purpose is to accelerate the growth of SME. With offices located in Montréal (Canada), Hanoi (Viet Nam) and Casablanca (Morocco); we create value by:

- Generating business opportunities across markets.
- Securing funding to boost business models.
- Connecting the right talents with project owners.
- De-risking international development by strengthening trade compliance.

### About this opportunity:

Reporting to the President, the Senior Analyst, Market and Customer Intelligence supports the Groupe Engram's growth on its main markets (Canada, Morocco and Viet Nam) by:

- Researching the marketplace to identify trends and new opportunities for growth and potential opportunities within existing markets for each business unit.
- Identifying opportunities for Groupe Engram's top customers within existing markets.
- Conducting market research to support Groupe's Engram customers business development strategies on markets served by customers.
- Monitoring and reporting on key market trends and industry movements within existing markets and communicating it to Groupe Engram's customers through newsletters, webinars, and social media initiatives.
- Converting prospects into leads through the systematic use of the company's CRM.
- Designs and continuously improves Market & Customer Intelligence capabilities and best practices to support Group Protection's goals.
- Supporting the sourcing director in identifying and assessing suppliers that can meet our customers requirements.

### What we are looking for:

- Master's degree in marketing, management, business administration or any relevant field with a strong focus on conducting market research.
- 4-7 years experience in a similar position with proven track record of success.
- Experience working in an advisory role or in a B2B environment (an asset).
- Experience working in an international environment (a must).
- Knowledge or experience in one or more of the following industries: agro-sector, manufacturing or consulting (an asset).

- Bilingual (English, Vietnamese), French (an asset).

**What you will bring to the table:**

- **Self driven & Business Savy.** Results oriented professional with strong analytical and research skills.
- **Nimble Learning.** You take on the challenge of unfamiliar tasks, learning quickly when facing new situations and experimenting to find new solutions.
- **Digital marketing Savy.** You are familiar with the analytical power of CRM and Social Media to engage with the customer and convert leads into sales.
- **Business Insight.** You use knowledge of business drivers and how strategies and tactics play out in the market to guide your actions.
- **Ensures Accountability.** You act with a clear sense of ownership and follow through on commitments.
- **Communicates Effectively.** You are effective in a variety of communication settings: one-on-one, small and large groups, or among diverse styles and position levels.

**This position is not for you if:**

- You're unsettled by change or work off of unalterable plans.
- You expect every decision to be made by 'someone else'.

How to apply:

Please send CV and Cover Letter to [rfranzoni@groupe-engram.com](mailto:rfranzoni@groupe-engram.com)