

Senior Marketing Analyst

Company

Our client is a worldwide leading energy company headquartered in France. Fortune 500 company.

This position will be based in Liangmaqiao, Beijing.

Responsibilities

- Lead and work closely with the Business Line Managers and Business Developers on strategic fit evaluation, market analysis, for specific BD projects and deals;
- For mid-term market, identify segments with great potential, lead market research and propose entry strategy;
- Lead and conduct competitive analysis for identifying and/or maintaining the company's competitive advantages;
- For longer term business growth, identify high potential segments, create research approach ("white-space" study) and lead segment study accordingly. Integrate market research learnings into business and propose strategic plans, for example ELS and other relevant strategic sessions;
- In-depth researches and studies on relevant specific market segments, to provide timely insights of policies or market for business teams.
- Analyze innovated offerings (for example, ENV portfolio companies or new technologies) and propose potential application or prospect for partnerships or cooperation in China market. Per business development progress, may potential also perform analysis of relevant new offerings emerging from China market, for potential cooperation .

Requirements

- Master's degree , majoring economics, engineering, or relevant subjects.
- 3+ years experience with consulting firms or research institute are preferred.
- Strong analytical, strong project management and writing skills.
- Strong research skills and independent of drafting study framework, and lead projects.
- Very good knowledge of China energy market and relevant emerging segments for example, green mobility, smart cities, etc.
- Strong hands-on capability and ability to work with various levels including senior executives.
- Critical and strategic thinking, strong business acumen, analytical, problem solving and data manipulation skills.
- Familiar with general process and concepts of business operations, for example, product development, offerings, sales, project management & execution, business planning etc.
- Effective time management and organizational skills.
- Good English written as well as verbal communication skills.
- Should be able to travel as required. (less than 50%)
- High level of personal enthusiasm and self-motivation.

Please send your resume to:
zhao.lys@ccifc.org