



Παράγουμε ένα καλύτερο αύριο

Are you ready for your next career opportunity? Are you passionate about beer, new challenges, numbers, data and insights?

ATHENIAN BREWERY is restructuring its CMI Function to enable better and faster understanding of rapidly changing Consumer and Market trends that shape behavior and influence decision-making. In this context, we are seeking for Talented Professionals of different backgrounds and experiences to join our newly shaped CMI Function.

Our family is looking for **new colleagues** for the position of

Consumer & Market Insights Analyst based in Athens

Job Purpose:

The **CMI Analyst will participate in the development of commercial intelligence plans**, in line with the OpCo strategy. S/He **will use & coordinate the proper sources and / or data** with market information that are available in the market. The CMI Analyst's purpose is to be able to **give clear guidance to the OpCo Commercial Intelligence objectives, priorities and activities.**

S/He will contribute in the **design, implementation and further development of supporting systems, methods and techniques** for the benefit of carrying out analysis and research, in **cooperation with Counterparts.**

Also, **s/he will be accountable for preparing, analyzing and transforming collected quantitative and qualitative market data into insights, in line with Business needs, in order to enable fact-based commercial decision-making.**

The CMI Analyst will be in **charge of preparing, explaining and following up on Management Reports and other Internal Stakeholders Reports**, in line with Global reporting standards and/or local requirements.

Part of his/her job will be to **provide fact-based insights to challenge or convince the Business partners on commercial intelligence related topics and issues** (i.e., brand strategy, market developments), based on expertise, **to enable Management to make informed decisions and proceed to corrective action, when necessary.**

Key Accountabilities:

- **Sorts through existing data to pull out and communicate the important points** in relation to the business issue & Looks outside existing data/ research to understand the target topic (i.e. Input from other sources/other categories)
- **Collaborates with Marketing & Sales teams to understand the business issues and define the associated research objectives**
- **Synthesizes, combines & communicates the important points in relation to the business issue & Looks outside existing data/ research to understand the target topic** (i.e. Input from other sources/other categories)
- **Adds own level of interpretation to the facts to explain /hypothesize on the way behind them & draws conclusions which answer the Business objective (not just the research objective)**
- **Proposes new and better ways of conducting research and measuring the market**



Employee / Candidate Profile:

- Bachelor degree preferably a in a business-, computing-, economics-, or numeracy-related subject. A Master's degree will be considered an additional asset
- 2-5 years of working experience in similar roles
- Excellent command of the English language (both written & oral)
- Business and Commercial awareness
- Solid knowledge of statistical tools/methods and experience in data analytics. Ability to process large amount of data to extract insights – i.e. Correlating factors, Statistical Differences calculation, extrapolation, estimations when full data are not available
- Knowledge of forecasting tools/methods
- Excellent user of Nielsen or similar Database (IRI, KWP) – i.e. ranges selection, data extraction, data processing (SAP, CRM, SEM, Power BI)
- Advanced knowledge of MS Office tools, especially Excel, PowerPoint and Power BI to visualize data
- Strong Communication & Presentation and interpersonal Skills
- Attention to Detail, Analytical & Problem Solving Skills
- Analytic and synthetic thinking, ability to combine multiple sources of information, connect the dots
- Flexibility & Innovative thinking, Time management and organizational skills
- Results Orientation & Ability to work effectively within teams as well as independently

Ad Subject: CMI

A meritocratic assessment and selection process will be managed, providing all applicants with equal opportunity and confidentiality.

