元智大學管理學院 企業人才需求表

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| 公  司  資  料 | 公司名稱 | NielsenIQ | | | | 登記證號或統一編號  (務必填寫) | | | | ２２３１８４３０ |
| 公司簡介 | **About NielsenIQ**  NielsenIQ is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. We provide consumer packaged goods manufacturers/fast-moving consumer goods and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary NielsenIQ data with other data sources to help clients around the world understand what’s happening now, what’s happening next, and how to best act on this knowledge.  We like to be in the middle of the action. That’s why you can find us at work in over 90 countries, covering more than 90% of the world’s population. For more information, visit [**www.niq.com**](http://www.niq.com/)**.**  NielsenIQ is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity/Affirmative Action-Employer, making decisions without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability status, age, marital status, protected veteran status or any other protected class. | | | | | | | | |
| 公司地址 | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |   105, Taiwan, Taipei City, Songshan District, Section 5, Nanjing E Rd, 188號12樓 | | | | | | | | |
| 公司網址 | https://nielseniq.com/global/en/ | | | | | | | | |
| 福利簡介 |  | | | | | | | | |
| 工  作  說  明 | 工作性質 | □全職 □兼職 □工讀 □其他**\_\_\_\_\_**\_\_\_\_\_\_**\_\_\_\_** | | | | | | | | |
| 工作職稱 | Analyst, Qualitative | | | | | | | | |
| 工作內容 | **About this job**  NielsenIQ’s Consumer Insights practice specialises in designing tailored research solutions to solve complex business problems. As a part of the Consumer Insights team, you will be working with some of Taiwan’s biggest brands to make an impact across a diverse range of industries, including: FMCG, retail, automotive and more. In your role, you will manage bespoke research projects spanning a wide variety of research approaches – ranging from traditional research methodologies through to using next-generation research tools. You will also conduct research covering key strategic areas, such as brand and advertising, customer experience and pure customised-research.  At NielsenIQ, you will also have our wide product portfolio and data sets at your fingertips that can be used to provide a comprehensive view of how consumers think and how they behave. If you have a passion and curiosity for consumer insights, an aptitude for problem solving, and a desire to expand your analytical skills, then we would love to hear from you!  **Responsibilities**   * Assist senior staff in conducting research studies, from design, execution, moderation, analysis, charting and presentation to client servicing * Deal with the request from clients under the supervision of senior staffs * Provide prompt delivery of service and work closely with the team to offer total client service and solutions * Maintain an accurate, complete, up-to-date and insightful client business profiles to be shared with seniors * Build and maintain ongoing relationships with the identified key persons within the client organization * Undertake sales activities independently or in conjunction with senior staff in terms of preparation and delivery of proposal and credentials | | | | | | | | |
| 工作時段 | 上午\_\_9\_\_\_：\_00\_\_\_\_ 到 下午\_\_\_5\_\_：\_\_\_30\_\_ | | | | | | | | |
| 工作地點 | Taipei, Taiwan | | | | | | | | |
| 薪資保險 |  | | | | | | | | |
| 報到時間 | \_\_\_年\_\_\_月\_\_\_日 | | | | | | | | |
| 求  才  條  件 | 學 歷 | □不拘 □大學 □研究所 | | | | | | | | |
| 主修領域 | * Bachelor's degree in Business Administration/ International Business/ Marketing/ Economics/ Applied Mathematics/ Psychology or equivalent | | | | | | | | |
| 語言要求 | Fluent in both English and Mandarin  語言要求 | | | | | | | | |
| 具備條件  (技能、特質…等) | **Requirements**   * Experience in qualitative market research methodologies like focus group discussions, direct interviews would be a plus * Sociable, open minded, out-going, empathetic, energetic and articulate * Sound analytical thinking and strong marketing sense * Knowledge in executing/supporting qualitative studies, including focus group discussion, one on one in-depth interview with others * Strong interpersonal skills * Able to handle stress and work under time pressure * Able to draw deep and meaningful insights from client and user feedback. He/she must be able to put themselves into clients’ mind to figure out what they really need, and the users’ minds to see hidden truth * Proficient in both written and spoken English and Chinese   You will play an essential role in managing research projects from start to finish; supporting the Senior Manager on research design, analysis, reporting through to presenting findings to clients. We will arm you with the best in market research skills and capabilities, through on the job coaching and structured training. You will also be given access to our full range of data and analytics solutions. Whilst we love surveys, we also have plenty of other data to quench your curiosity and wow your clients.  **Qualifications**   * Bachelor's degree in Business Administration/ International Business/ Marketing/ Economics/ Applied Mathematics/ Psychology or equivalent * A self-starter, detailed oriented, result-driven mindset, sensitive to numbers * Good time management especially meeting external deadlines * Sociable, open minded, out-going, empathetic, energetic and articulate * Sound analytical thinking and strong marketing sense * Knowledge in executing/supporting focus group * Good communication skills in explaining the key takeaways & methodology of thesis * Proficient in both written and spoken English and Chinese | | | | | | | | |
| 其他說明 |  | | | | | | | | |
| 應  徵  事  宜 | 應徵方式 | □e-mail：  □其他：https://jobs.smartrecruiters.com/NielsenIQ/743999831947262-analyst-qualitative | | | | | | | | |
| 聯 絡 人 | Jo Yen Lim | 職稱 | Campus Recruiter | | | | e-mail | joyen.lim@nielseniq.com | |
| 聯絡電話 |  | 分機 |  | | | | 傳真 |  | |
| 應徵文件 | □履歷 □自傳 □成績單 □其他：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | |
| 應徵期限 |  | | | 面試時間 | |  | | | |
| 其他事項 |  | | | | | | | | |

請將表格填寫 e-mail至 [yzcmpa@saturn.yzu.edu.tw](mailto:yzcmpa@saturn.yzu.edu.tw)，或傳真至03-4557040呂小姐、電話03-4638800 # 6021