



WE ARE HIRING

Assistant Manager – Marketing Research (Head Office - Karachi)

Interested candidates may send their CVs at careers@daldafoods.com

till 28th November 2023

Please mention position in subject line



Education

- **BBA** - Business Graduate OR Degree in **Statistic**

Experience & Skills

- **1 - 2 years** experience in market research & consumer exposure.
- **Strong analytical, communication and presentation skills.**
- **Good understanding of customer behavior and data analysis general data principles.**
- **Excellent knowledge of advanced Excel, knowledge of statistical tools will be preferred**

Main Responsibilities

- **Acts as a supporting role to the Research Manager in Business and Brand Data projects. The resource will be allocated to assist in data organization research/analysis and other inputs coming into the system to support marketing objectives.**
- **The successful candidate will be able to analyze and interpret qualitative and quantitative data, trends for DFL and competition aiming at increasing the understanding and productivity of findings.**