We're looking for a
Marketing Analyst

KARACHI

OXFORD
UNIVERSITY PRESS

About the Role:

The incumbent will be primarily responsible for leveraging market data and insights to drive consumer behavior and build businesses. This will include running quantitative and qualitative research to analyze, digest, and present the findings accurately and insightfully to internal stakeholders – overall, to help drive business forward with data-driven decision making.

About you:

The ideal candidate should have the following:

1. Strong academic background in Economics, Business Administration, Computer Science, or Statistics from a recognized university. ACCA qualified individuals may also apply if they have relevant work experience.

2. At least 4-5 years of experience in business intelligence or market research with proven success in data analysis in a marketing/research department.

3. High proficiency in English language is essential.

4. Strong analytical, communication, and presentation skills are essential.

5. Good understanding of marketing goals and customer behaviour and data, and general data principles.

6. Excellent knowledge of MS Office and other Statistical tools will be preferred.

Applicants should apply by completing the Candidate Details Form and submitting their resume at
www.oup.com.pk/careers

*ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED

We are committed to supporting diversity in our workforce, and ensuring an inclusive environment where all employees can thrive. Applications from all ethnic, cultural and social backgrounds are encouraged.

Advancing knowledge
and learning