

JOB DESCRIPTION

Job title: Market Intelligence
Report to: Group Manager
Work location: Full-time Remote

What we're looking for:

An opportunity to work in a dynamic & fast-paced fintech, particularly for those interested in the blockchain industry. As part of the Brand Management Team, you will be working in our Brand Strategy team to help us improve our branding effectiveness and efficiency. Your responsibility is to collect and analyze relevant market data, conduct testing to validate your findings and deliver monthly reports.

Roles and Responsibilities:

- Create insight into dedicated product/services and stakeholders through fact-based research;
- Monthly market analysis, including trends, customer behaviors, competitors, regulatory changes, etc. Interpret and communicate key findings and recommendations;
- Coordinate on product development process to ensure satisfactory for market's needs;
- Actively seeking new solutions and creating new business/ branding opportunities;
- Qualitative studies such as field observations, interviews, usability tests and customer feedback for existing and future products;
- Quantitative studies such as surveys to evaluate impact of product changes and to understand user sentiments.

Education background

- B.A. or M.A. degree in international business, marketing, branding or any related fields.

Work experience

- 3+ years experience in marketing intelligence (in-house/agency) or related field;
- Experience analyzing complex data, market research and formulating actionable plans.

Requirements:

Must have:

- Strong verbal, written, presentation, analytical, critical thinking and time management skills;
- Adequate knowledge of data collection methods (polls, focus groups, surveys etc);
- Strong command in MS Office, especially Excel and Powerpoint.

Nice-to-have:

- Experience in a similar role and/or working in a high growth tech start-up;
- Experience in crypto and/or blockchain business;
- Self-starter with a strong sense of curiosity and details.

Benefits:

- Remote working with a flexible schedule (40 hrs/week);
- Opportunity to work with talented individuals from all over the world in one of the hottest and fastgrowing industry;
- Generous sick leave and vacation leave;
- Competitive fiat salary and performance-based bonus.

How to apply:

Interested applicants please submit your CV by filling our Online Application Form. (**CLICK HERE**)

NOTE: There will be a quick English test included, so kindly arrange around 20 - 30 minutes to complete the test.