



The Nielsen Company (Hong Kong) Ltd

Nielsen Hong Kong set up since 1960's, we offer an integrated suite of market information to help our clients understand what consumer WATCH, and what consumer BUY

OUR MISSION

The most complete understanding of consumers worldwide.

OUR PROMISE

An uncommon sense of the consumer for faster, smarter, more confident decisions that Improve performance.

For more information, visit <http://www.nielsen.com/>.

Operations Assistant (Data Processing) 1-year contract

(Subject to performance & business need, contract maybe extended or converted to full time employee)

RESPONSIBILITIES

- Responsible for classifying open-ended responses into the relevant category for data analysis purpose.
- Transfer written message/ hand writing text into numeric codes based on a specific code frame.
- Categorize verbatim responses accurately.
- Understanding client's requirement to organize a meaning code frame according to the question's need.
- Have to work across multiple projects at the same time in order to meet tight deadlines.
- Support data entry, data auditing, and other data processing functions.

REQUIREMENTS

- 1 to 2 year working experience. Fresh Graduates will also be considered.
- HKDSE or equivalent
- Good command of both written and spoken English
- Familiar with English typing and Chinese Word Processing
- Detail-minded with strong logical sense

Analyst (Market Research)

The job holder will be mainly responsible for achieving our client satisfaction by preparing accurate and timely consumer insight reports to our clients and assisting client presentation of value-added findings and recommendations in relation to marketing information

RESPONSIBILITIES

- Conduct data mining and prepare consumer insight reports
- Assist in preparing client proposals and/ or research finding and recommendation presentation material
- Handle client and/ or other stakeholder enquiries, if appropriate
- Support meeting coordination and/ or other ad-hoc initiatives

REQUIREMENTS

- University graduate in Business/ Marketing/ Economics/ Social Science/ Statistics or equivalent
- Customer focused, presentable and with strong passion in market research, business and data analysis
- Hands-on with MS Excel and PowerPoint applications, knowledge with SAS will be an asset
- Good business and numerical sense
- Proficient in verbal and written English and Chinese



Part-time Intern (Market Research)

THE POSITION

As a Part-time Intern, you are able to provide administrative and operational support in research projects **at least 2 full days per week**.

RESPONSIBILITIES

- Be accountable for analyses, charting and perform quality checks on all reports
- Maintain an accurate, complete, up-to-date and insightful client business profiles
- Assist in preparation of proposal, reports and credential presentations
- Assist in delivering quality services in timely and precise manner and meet the company's quality standards
- Provide administrative and operational support in research projects

REQUIREMENTS

- University students with passion in developing graduate career in market research
- Strong proactiveness and detailed-oriented
- Proficient in MS Office Excel and PowerPoint. VBA will be an asset
- Good command of spoken and written English and Chinese