



<https://govhelp.in/job/mobikwik-recruitment-2023-free-job-alert-marketing-research-analyst-post/>

## Mobikwik Careers 2023 – Free Job Alert – Marketing Research Analyst Post

**Hiring organization**  
Mobikwik

### Job Location

India  
Remote work from: Brazil

**Date posted**  
June 6, 2023

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**Valid through**  
31.12.2023

### Base Salary

USD. 10,000 - USD. 17,500

APPLY NOW

### Qualifications

12th, Graduate.

### Employment Type

Full-time

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### Description

## Mobikwik Recruitment 2023

Mobikwik, a leading digital payments and financial services platform, is currently seeking candidates for the position of Marketing Research Analyst. As a Marketing Research Analyst at Mobikwik, you will be responsible for conducting market research, analyzing consumer trends, and providing valuable insights to drive marketing strategies.

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Mobikwik Jobs Near Me

### Responsibilities:

1. Market Research: Conduct market research studies to gather data on consumer behaviour, market trends, competitor analysis, and industry insights. Utilize various research methodologies, including surveys, interviews, focus groups, and data analysis tools.
2. Data Analysis: Analyze collected data to identify patterns, trends, and insights. Interpret research findings and provide actionable recommendations to support marketing strategies and campaigns.
3. Consumer Insights: Identify and understand customer segments, their needs, preferences, and behaviors. Generate consumer insights to inform product development, pricing strategies, and targeted marketing campaigns.
4. Competitor Analysis: Monitor and analyze competitor activities, including

their products, pricing, marketing strategies, and market positioning. Identify competitive advantages and recommend strategies to stay ahead in the market.

5. Market Trends: Stay updated on industry trends, emerging technologies, and regulatory changes that impact the digital payments and financial services landscape. Provide insights on potential opportunities and threats to the business.
6. Report Generation: Prepare comprehensive research reports and presentations summarizing findings, insights, and recommendations. Communicate research results to key stakeholders, including marketing teams, product managers, and senior management.
7. Collaboration: Collaborate with cross-functional teams, including marketing, product, and sales, to align research findings with business objectives. Provide inputs for marketing campaigns, product positioning, and customer engagement strategies.
8. Research Methodology Enhancement: Continuously explore and implement innovative research methodologies and tools to improve data collection, analysis, and reporting capabilities.

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Mobikwik Work From Home Jobs

#### Qualifications:

- Bachelor's or Master's degree in Marketing, Business, Market Research, or a related field.
- Previous experience in marketing research or data analysis roles is preferred.
- Proficiency in research methodologies and data analysis techniques.
- Strong analytical and problem-solving skills.
- Excellent written and verbal communication skills.
- Proficiency in using statistical analysis software and data visualization tools.
- Familiarity with digital payments, fintech, and e-commerce industries.
- Knowledge of research techniques such as surveys, focus groups, and qualitative/quantitative analysis.
- Ability to work independently and collaborate with cross-functional teams.
- Detail-oriented with strong organizational and time management skills.
- Strong presentation skills to effectively communicate research findings to stakeholders.

#### Important Links

**Find the Link in [Apply Now](#) Button**

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