

Have you got a clear head for numbers?



MARKETING ANALYST – Marylebone, London

Salary circa £30k depending on experience - excellent package

Bacardi Global Brands is looking for an Analyst to work in the Marketing Planning team, within the Global Consumer Planning Department.

The Marketing Planning team is a key supporting function to Bacardi's global marketing teams, including brands such as Bacardi, Martini, Grey Goose and Bombay Sapphire - and its role is to provide clear understanding and insight into industry and consumer trends globally. The main function of the Marketing Analyst is to help end-users of the information to understand industry dynamics and brand performance. This means that you will need to take responsibility for analysis of key data, to assist the global marketing teams in achieving their objectives.

Your experience to date in similar analytical roles will give you the ability to synthesise large amounts of data into clear evidence and conclusions for presentation to senior management. So we'll expect you to have a high level of competency in Excel and the ability to evaluate numbers and trends to determine what they mean for the business. Experience of IWSR (International Wine & Spirits record) and ACNielsen data would be a distinct advantage.

We're looking for a mature, flexible and inquisitive individual with an eye for detail, who has the ability to communicate insights developed from analysis in a manner that will be easily understood and acted upon by the business. As a global team, this department works with many internal clients, so we'll be relying on your excellent interpersonal skills as well!



Bacardi-Martini is a leader in the Global spirits industry.
We're a premium brand that likes to employ premium people,
so if you think that you have the spirit we need, contact our
retained consultants on 01344 297333


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