

JOB -DESCRIPTION: RESEARCH ANALYST, ITW Core

About ITW

ITW CONSULTING is one of the world's leading sports, entertainment, media and lifestyle consulting firms, with its global footprint spread across four continents with a dozen offices including Bangalore, Delhi, Mumbai, Dubai, London, USA. We are a single window solution for everything related to sports business including, Sports, Entertainment, Media Consulting, digital marketing, influencer marketing, content creation, placement, amplification, as well as out of home advertising, branding solutions, specialized media buying and planning Sports tourism experiences unit, live events, entertainment, and activations.

Details about our businesses and work can be accessed on our website [here](#)

Like every world class consulting firm, ITW Consulting generates a lot of original research in the industry we operate in that informs both our practice and the world at large. For appealing to external clients and mass media, as well as supplementing business intelligence for our divisions internally, our research division – ITW Core – creates original research, articles, case studies and reports that are benchmarked to the best in the world as well as content, copy, and similar ideas, for projects we undertake for clients, including, but not limited to social media content and ideas, short form content (audio, visual and video) etc.

We are looking for curious, passionate, driven, dynamic and multiskilled candidates to join this team who are enthused by the idea of creating, curating and developing content in any form and in a wide variety of areas.

What does ITW Core do?

ITW Core aims to capture, document, organise and disseminate business knowledge and intelligence for ITW Consulting's internal and external clients through extensive research - both primary and secondary.

What will you need to do?

As part of the team, you will be responsible for conducting thorough research, evaluating market trends and presenting findings that support business objectives for internal and external clients during pitches for our services - e.g. you may have to prepare a note or a deck outlining how investing in an IPL sponsorship property would help a brand connect with Gen Z customers.

You will be required to interpret complex data and present it in an understandable way that helps provide actionable insights that inform strategic decisions, market positioning and competitive analysis for our business teams as well as top management and our clients.

This will mean collecting and collating data from various sources to study market trends, customer behaviour and industry developments. Then you would have to analyse it using

standard tools and frameworks and create detailed reports/documents/notes/decks/memos for quantitative and qualitative research.

➤ Key requirements:

- Collaborate with concerned team members to implement a research and content roadmap + calendar and deliver research and content output as per requirements from ITW clients
- Collect, collate, manage, and maintain data in preparation for analysis as well as research for ideas on content (both in terms of information as well as ways and means of presenting the ideas)
- Keep up with the latest trends in social media content and presentation styles / tools as well as have a good understanding of the basics of media metrics and their analysis.
- Preparing reports, case studies, articles, press releases etc based on analysis and insights generated from the analysis and presenting the same to management or to external stakeholders such as media, clients etc.

What skills are we looking for?

➤ Key functional skills

- Good mathematical and statistical ability (specifically an ability to visualise data well and solid data interpretation skills)
- Excellent copy writing and writing skills in general
- The ability to analyse, model and interpret data in various formats
- The ability to generate content ideas, a knack for being able to connect disparate dots and ideas to make content (particularly sports-related), and a fair amount of familiarity with pop culture and pop culture trends.
- Familiarity with working on spreadsheets (MS Excel, Google Sheets etc) including a good handle on analytical tools such as basic formulas, statistical functions, generating graphs etc.
- Comprehensive computer skills including database searching, Power Point, word processing, spreadsheet analysis and online research
- Familiarity with marketing, branding, advertising and media and marketing strategy in general
- Problem-solving skills as well as an ability to formulate relevant and sharp research questions
- A methodical and logical approach and familiarity with multiple disciplines and approaches to business and consumer research
- Familiarity with the Sports Industry would be an added advantage

➤ Key behavioural skills

- The ability to plan work and meet deadlines
- Accuracy and attention to detail
- Interpersonal skills
- Ability to work collaboratively in a team environment
- Excellent written and verbal communication skills

