



British American Tobacco (www.bat.com) is one of the world's most international businesses with a portfolio of globally recognized brands, a culture of open-mindedness and a bright and dynamic future. Our aim is to become the leading tobacco company in each of our markets by providing excellent products with confidence and responsibility expected of global consumer brands.

If you have the talent and motivation to help us succeed you will find we are equally committed to helping you reach your full potential too.

We are looking for candidates for the position of

Marketing Planning and Insights Executive

In this position you would help us generate insights on market trends and business opportunities by gathering and assessing market information. You would ensure availability of information to support the marketing planning processes and support the management of the marketing insights and information platform. You would support the Consumer & Trade Research function by analyzing consumer & trade research projects to generate insight and consumer trends.

Principal accountabilities:

- Collect economic indicators on a regular basis
- Monitor competitors' strategic moves and their effect on key market players
- Assess data and generate insights on market trends and dynamics
- Support the Marketing Information Manager in gathering data from 12 countries within the Central Europe Cluster, and preparing presentations for the marketing meetings according to the marketing planning process
- Recommend KPIs for brands, customer and consumer segments, regions and touch points
- Support the development of competitive business scenarios and price planning/ simulation
- Intensively communicate and cooperate with other functions of the company
- Develop and maintain adequate market information systems

Requirements:

- University degree in a relevant area
- Minimum 2 years of work experience with preferably 1-2 years of experience in marketing research and insights
- Knowledge of oracle methodologies/ research common platforms and best practices
- Analytical skills and high level of attention to detail
- High command of forecasting techniques
- Effective communication, presentation and facilitation skills
- Fluency in English
- Highly IT literate

To apply please visit www.bat-careers.com, and search for the vacancy in **Czech Republic**.

Location: **Prague, Czech Republic**

Deadline for applications: 2nd October 2014