



Job Description: Market Research Analyst

Maxxelli Real Estate is a highly motivated and modern real estate and relocation company, providing tailor made real estate solutions for foreign clients in China (for more information, please check <http://www.maxxelli.net>).

Maxxelli Real Estate's expansion will continue in 2013!

We are currently looking for talented individuals to join our growing team. We are offering internship positions in our Shanghai's Marketing department.

Duties:

- Build strategic and operational marketing/communication plans
- Implement surveys and questionnaires that will serve the strategic and operation marketing
- Analyze implemented marketing measures and submit recommendations
- Collect and analyze data (demographics, preferences, needs, and habits to identify potential markets and factors affecting strategic and operation marketing)
- Fill out "corporate leads reports".
- Prepare reports on findings, illustrating data graphically and translating complex findings into written text for marketing management
- Measure and assess customer and employee satisfaction surveys
- Measure the effectiveness of marketing, advertising, and communications programs and strategies
- Forecast and track marketing and sales trends and analyze collected data

This internship position will give you the opportunity to:

- ✓ Carry out meaningful projects
- ✓ Make working experience and have responsibilities in an international context and in the fast growing Chinese economy, business and culture
- ✓ Get a better sense of entrepreneurship
- ✓ Join a fast growing organization in China and understand the functioning of a start-up
- ✓ Work closely with fortune 500 companies as well as local Chinese organizations

Requirements:

- ✓ Education in market(ing) research or a related discipline
- ✓ Communicate well in writing and orally (English) and be detail-oriented.
- ✓ Good critical thinking and analytical skills
- ✓ Self motivator, proactive and problem resolution skills
- ✓ Adaptive personality
- ✓ Entrepreneurial minded
- ✓ Computer skills: Microsoft Word, Excel, PowerPoint. Preferable also Photoshop or related programs

Note that this is an unpaid and at least 6-month internship and that we can't provide Visa

To apply for a position or get more information, please email **internsh@maxxelli.net**