

JOB DESCRIPTION

Job Title: Insight Analyst/Writer
Reporting to: Executive Editor

Department: USA, Beverage Digest
Location: Atlanta

DEPARTMENT DIMENSIONS

Beverage Digest comprises three core lines of business: Newsletter, Industry Reports, Events.

Staff consists of an Executive Director, a Marketing & Subscriptions Manager, and an Insight Analyst/Writer.

JOB PURPOSE & SUMMARY

An active member of the Beverage Digest team within Zenith Global, the Insight Analyst/writer will obtain and analyze beverage industry market data, synthesizing the material into actionable reports and newsletter stories. You will join Beverage Digest as an entry-level to associate-level analyst and develop expert knowledge in the U.S. and globally as necessary. The ideal candidate will be confident in undertaking new challenges, have excellent mathematical and analytical skills, possess strong written, verbal and communication skills, be eager to develop commercial expertise, be able to work on multiple assignments in a fast-paced environment, and be a strong team player. The ability to meet deadlines is crucial. The successful hire will have shown an authentic excitement for the chance to grow the revenue and profitability of a small but established and respected specialized publishing business.

KEY RESPONSIBILITIES

Key responsibilities for the role are:

1. To translate data into actionable narratives
2. Effectively identify information sources, gathering and interpreting data
3. To conduct primary interviews with manufacturers, distributors, retailers and other industry stakeholders for data collection
4. To analyze qualitative and quantitative data, develop insights and recommendations, and present findings in published reports and newsletter stories
5. To develop particular knowledge of the U.S. beverage industry
6. To support the team in managing incoming enquiries
7. To give internal and external presentations and attend internal conferences and external tradeshow for information gathering and contacts
8. To manage and eventually drive commercialization of data-driven Beverage Digest products

IDEAL CANDIDATE

SKILLS & QUALIFICATIONS

- Passion for beverage industry a plus
- Intermediate/Expert level MS Excel, Word, PowerPoint
- Tenacious and creative in the pursuit of information
- Strong writing skills, and ability to tease narratives from data
- Strong verbal and presentation skills
- Fluency in English; Spanish as a second language a plus
- Commercial awareness – demonstrate an understanding of clients' industries and their strategic and operational challenges and opportunities
- Robust qualitative and quantitative analytical skills
- Strong verbal, written and presentation skills
- Proactive, resourceful and able to multi-task
- Strong team player
- Creative and independent thinker, enjoys being challenged
- Bachelor's degree or above

COMPETENCIES

- Ability to meet deadlines
- Research
- Planning and organising
- Proactivity and initiation
- Meeting and exceeding customer expectation
- Collaborating and influencing others
- Effective communication
- Accountability
- Analytical and conceptual thinking
- Accuracy and attention to detail
- Counterintuition

KEY STAKEHOLDERS

Internally: Beverage Digest team, Zenith Global insights team

Externally: Newsletter subscribers, report customers and conference attendees

Some travel may be required

COMPANY BENEFITS

- Vacation entitlement is 20 days (increasing one day with each year of service up to a maximum of 25)
- Eight paid holidays
- Three paid days off between Christmas and New Year
- Private health, dental, vision coverage
- Life assurance

EMPLOYMENT CONDITIONS

- Permanent, full-time position
- The notice period will be 1 month on either side following successful completion of a 6-month probationary period
- Position will work from home

HOW TO APPLY

To apply for this role, please send a resume to dstanford@beverage-digest.com