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**ANNEXURE A**

**Job Description**

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| **Designation:** | Executive- Content Development (Research) | **Job Location:** | | Mumbai |
| **Department:** | PRD | **Grade/ Level:** | | L1 a |
| **Direct Reporting To:** | Senior Manager- Content | **Direct Reportees:** | | - |
| **New Position/ Back Fill:** | Back Fill | **No. of openings:** | | 1 |
| **About A&A**  A&A Business Consulting (AABC) is India’s leading management consulting firm and the only one to focus exclusively on Small & Medium Businesses. We have consulted more than 8500 Small and Medium Enterprises (SMEs) so far and have helped them take their businesses to the next level.  We are a team of 200+ consultants specializing across 6 different consulting practices: Finance, Sales, Human Resources, Information Technology, Marketing and Legal.  AABC focuses on delivering results through assembling a team of consultants who have the right expertise and experience relevant to that industry or the client they serve. The firm’s expertise can efficiently address contextual problems from diverse industries. The consultants are conversant with changing market dynamics and can identify and apply long-term improvements to a business. We continually seek better ways to address important business problems. We can decide for you, the best resources: People, Idea, Strategy, Technology and Finance.    As a management consultant, the firm handholds senior managements to improve operational efficiency, formulate strategy and become more productive, and hence more profitable.  **Job Purpose**:  Take responsibility for research pertaining yet not restricted to training modules, consulting, and others deemed necessary by the organization. To provide high quality, genuine, error- free, fact based research. A strong adherence to systematic presentation and eye for detail is mandatory for this role. | | | | |
| **Responsibilities:** | * Conducting Online Research for idea creation and development of Training products through various search engines like blogs, press releases, business reports, articles, etc * Monitoring and gathering information on industry best practices and compiling the research project within the stipulated timeframe with relevant case studies, new ideas with innovative approach and process design * Conducting Market Research and Market Intelligence in the desired industry & geography for Consulting clients * Conducting Social media research and analysis and using the insights and learning for IILD Social Media * Analyzing the various aspects of content generated for internal usage * Extracting relevant information from various databases * Keeping oneself updated with all the current and business affairs. Read every day on various industry/market/business and other learning content | | | |
| **Requisite Skills:** | Reading Skills  Planning and Organizing  Data Gathering & Analysis  Good coordination and scheduling skills.  Computer savvy and proficient in MS office packages (outlook, powerpoint, excel, word etc)  Strong organizational skills with excellent attention to detail  Good verbal and written communication skills | | | |
| **Behavioural Traits:** | Result Orientation / Proactive  Discipline / Timelines  Quality of Work & eye for detail  Innovation  Self Development & Grooming | | | |
| **Education:** | Graduation | | | |
| **Relevant Experience:** | Consumer research firm | | | |
| **CTC per annum:** |  | **Total Experience:** | | 2-4 Years |
| **Will travel?** | No | **Monthly Net Salary:** | | - |
| **Work time** |  | **PF – Yes / No** | | Yes |
| **Preferred Domain:** | Consumer research, Industrial research, [Training](https://www.naukri.com/training-jobs), [Counselling](https://www.naukri.com/counselling-jobs), | | | |
| **Reference Companies:** |  | | | |
| **Gender:** | ANY | | **Marital Status:** | NA |