

Business Analyst

ZS Associates is a global management consulting firm with a unique market focus, specialising in sales and marketing strategy, operations and execution. Established in 1983, ZS has been recognised around the world for our expertise in go-to-market and sales force strategies as well as our implementation capabilities. In Europe, the majority of our work is in the pharmaceutical and healthcare industries and many of our projects have an international focus with teams from across European offices.

Explore Your Opportunities

Business Analysts play a crucial role on project teams from the start. Their role is to research, analyse and synthesise information leading to innovative solutions. In close collaboration with a team, Business Analysts:

- Leverage problem solving skills to address clients' overarching business issues
- Develop custom analytic tools, integrate multiple sources of qualitative and quantitative data and perform analysis to evaluate strategic alternatives
- Synthesise analytic results and design structured communications
- Collaborate with ZS teams and clients to provide action-oriented recommendations and implement innovative solutions

Gain Responsibility

The Business Analyst position provides you with immediate opportunities to take responsibility on consulting assignments, gaining exposure to a variety of sales and marketing issues.

<p>Marketing</p> <p>Understanding customers—how they think, why they buy, what they find compelling—is a critical input to developing a successful sales and marketing strategy.</p>	<p>Customer Insights Segmentation Value Proposition Marketing Planning Marketing Performance Measurement</p>
<p>Sales</p> <p>Companies face many challenges in bringing their products and services to their customers. The go-to-market strategy must be carefully developed to generate an optimal return on investment for the sales force and other marketing channels.</p>	<p>Sales Process Development Sales Force Design Territory Design Incentive Compensation Design & Goal Setting Sales Performance Measurement</p>
<p>Sales & Marketing Operations</p> <p>A brilliant strategy is only half of the equation—executing flawlessly is equally important. While achieving operational effectiveness can be challenging, companies that implement well realize superior performance.</p>	<p>Data Management, Performance Reporting & Analytics Incentive Compensation & Goals Administration Territory & Account Planning Sales & Marketing Systems Design</p>

Your work on projects will strengthen your business knowledge and consulting skills while leveraging your analytic ability. With a wide range of project types at ZS, you can be a true generalist in sales and marketing, or focus in one area and become a world-class expert. ZS offers the opportunity for early client exposure with participation in meetings throughout the project.

Read what some of our Business Analysts have to say about their project experiences:

Go-to-Market Strategy

"Recently, I was involved in an interesting market research project. The underlying question was how to position a new product in the market and identify the best entry points to ensure a successful launch. My job on this project was to organise and lead patient roundtable discussions with the aim to better understand the product's value proposition. On this assignment, I coordinated with market research agencies to set up patient focus groups and also acted as a moderator on a few occasions. Following this, the team developed insights and recommendations that were presented to the client. I learned how to systematically solve a problem and organise primary research information in a way that allowed the team to gain insight."

Sales Force Design

"One of my recent projects involved helping a client to examine and optimise their current European sales force. This project involved examining the size of a sales force and the allocation of promotion resources across the portfolio. Most of our recommendations were directed at structural improvements that will support product and customer focus and increase flexibility in the light of business uncertainty. My assignment was to acquire information in the field and perform financial analyses. The client chose to implement our proposed new structure, which is now in place."

Targeting

"I was involved on a project for a large pharmaceutical company in Taiwan who asked us to assist them with customer identification and targeting. Their objective was to better understand which physicians had high interest and strong clinical activity in their products' markets. We guided the field force in profiling their physicians, and collected and analysed the results to drive a segmentation of the customers. Finally, we provided the client with new target lists and support in implementation. I had the opportunity to present some of our final results to the client in Taiwan."

Boost Your Growth

At ZS, project teams are typically small, with people drawn from all levels of the organisation and often from different offices. Your learning is accelerated through frequent interactions with Principals, Managers and other experts. As a member of a ZS team, you will help facilitate client relationships.

Learn

While the most important learning occurs on-the-job, ZS is dedicated to developing your knowledge and potential through organised training. Upon joining, a New Employee Orientation provides you with background on the firm and typical project types, as well as training on ZS tools and resources. Additional training sessions are offered continuously and on a just-in-time basis, with content ranging from broad business topics to specific technical instruction. ZS is recognised within the consulting industry as a leader in investing in and training its associates.

Advance

At ZS you will benefit from comprehensive and regular performance feedback from project managers and team members. You will be guided by a Professional Development Manager, but you are the architect of your career. ZS has a flat organisational structure, and advancement is determined by progression of skills and expertise, not tenure.



Realise Your Potential

Individual contribution, teamwork and collaboration are the cornerstones of success at ZS. We seek individuals with:

- Initiative and motivation
- Strong work ethic
- Teamwork skills
- Leadership potential
- Analytic problem solving skills
- Business sense
- Detail orientation
- Communication skills

ZS welcomes candidates across a range of degrees and backgrounds. Business Analysts are a diverse group with degrees in business, engineering, or science, to name a few. The common denominator in an individual's success is a strong academic record and evidence of superior analytic skills.

Interested?

Find out more at www.zsassociates.com. Apply online at www.zsassociates.apply2jobs.com. To apply, submit your application materials and complete our online assessment for the **Business Analyst** position.

