

UK China Graduate

Work Experience Programme

BASES Project Developer Internships – 2 Opportunities

Based:	Oxford	Salary:	£21,500 pro rata depending on length of internship
Start date:	March 2008	Duration:	50 weeks

The Nielsen Company is the world's leading provider of marketing information, audience measurement, and business media products and services. By delivering an unmatched combination of insights, market intelligence, advanced analytical tools, and integrated marketing solutions, Nielsen provides clients with the most complete view of their consumers and their markets. BASES is the world's leading provider of pre-market consumer insights for marketers of consumer package goods. BASES combines primary consumer research with state-of-the-art forecasting techniques to estimate the sales potential of new product initiatives prior to market entry.

We have opportunities for Project Developers in our UK operation, based in Oxford. We are looking for interns to ensure the highest quality consumer data on studies by designing world-class questionnaires based on client objectives/knowledge, and to serve as a liaison between the account team and the appropriate Operations departments.

Responsibilities

Specific accountabilities, with supervision from senior staff include:

- Scheduling and updating studies in the STAR database within appropriate study timelines;
- Collaborating with analysts and clients on basic study objectives, client issues and study design;
- Liaising between clients, account teams and Operations departments;
- Translating client objectives and analysts data needs into survey questions and interview design;
- Serving as client contact on questionnaire's, test products, concept stimuli and data collection;
- Coordinating, communicating and documenting all study issues, deadlines, schedules and changes;
- Creating field materials as needed and reviewing concept stimuli;
- Reviewing proposals and discussing design issues to ensure accurate field specifications;
- Managing questionnaire translation process where needed.

We are looking for strong communicators and team builders who are eager to learn. You should be proactive, able to deal with deadlines, work well under pressure and feel a strong sense of responsibility to achieve results.

Requirements

Specifically you should have:

- Masters in Business Management, Business Administration or Economics.
- Fluent reading, written and spoken English – TOEFL minimum score of 600, IELTS – 7.
- Good interpersonal skills – including an ability to seek advice and guidance where necessary and to work independently and as part of a team.
- Demonstrated ability to take ownership of tasks and project, ensuring delivery and overcoming challenges and setbacks.
- Knowledge of Microsoft Word, Excel and PowerPoint.
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To apply for these opportunities, please contact the China Scholarship Council

www.csc.edu.cn

You will be required to complete a written application form and provide a copy of your CV in English as well as copies of your academic transcripts and TOEFL/IELTS scores.