



Company Overview

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses across 24 countries.

Location: Madrid – Torre Espacio (Pso. Castellana 259D)

Role: Marketing Scholarship - Strategy & Innovation

Job Description

Function: Marketing

Marketing the organization's products and/or services including market research, direct marketing, product management, market development, communications and pricing. Creative discovery and development process for new product ideas or strategic product extensions. Translating research discoveries into usable and marketable products. Researching, developing, planning, designing, maintaining and implementing policies and programs that enhance the organization's relations with the community, the public, governmental and regulatory authorities, shareholders and/or employees.

Job Family: Strategy & Innovation

Reporting to the Strategy & Innovation Lead - Europe, delivers actionable insights based on digital, customer, partner, and market data. Understanding of what (and how) Products have been successful in other Equifax BU's With the outcome that we have a superior understanding of our customer needs and the markets we play in and should play in

- Manage the Actionable insights based on digital, customer, partner, and market data.

- Understanding of what (and how) NPIs have been successful in other Equifax BU's.
- Undertake primary and secondary research; including qualitative, quantitative and desk research.
- Competitor analysis. Develop an understanding of how other Equifax BU's have been successful with their product suites and how they may be suitable in Europe.
- Build market understanding in terms of size and composition across all key vertical markets that the Company operates.
- Tracking, reporting and communication of overall process on key initiatives and Company Strategy
- Support the consolidation of local strategic intent into appropriate reports and documents on Growth PlayBook
- Support the consolidation of Europe Strategy
- Support the production of key MI and dashboards that provide information to senior management to allow timely strategic and operational decisions

Minimum requirements

We are looking for candidates who have either completed or are in their final year of a quantitative degree such as Business Administration, Economics, Marketing or Statistics

Must be proficient in Office (Excel, Access, PowerPoint)

A high level of English is required for this role

Desired requirements

Business Administration degree

Good communication and interpersonal skills

Analytical Skills - ability to visualise, articulate, conceptualise or solve both complex and uncomplicated problems by making decisions that are sensible given the available information

Proficient in Excel

Type of contract: Work Placement for 6-12 months.

Rate of Pay:

› € 600 per month / full time (8 h)