

Profila

Industry Research Specialist

Company Profile

Profila GmbH is a Swiss start-up focussed on building a B2B2C platform that allows brands to build authentic, consensual, one-to-one relationships with their consumers. We prioritize the privacy of our consumers' data over all else and that principle is the backbone of the product we are building.

Profila is a lean start-up that has seen early interest already amongst brand owners and we are looking to bring in strategic volunteers and provide them substantial projects and experience to help them develop their careers.

Project Summary

Part of the offering of our platform to individuals is a wealth of self-discovery quizzes. To create these quizzes in one of 50 categories, we conduct industry research (such as women's fashion) and develop topics and themes for focused quizzes. The volunteer would own the process for a specific industry from beginning-to-end; not just the industry research but the analytical process of developing the topics and developing the self-discovery quizzes.

Project Responsibilities

- General industry-specific research
- Identify and monitor industry-related organizations through a review of the web, journals, publications, and other media
- Collection, review and analyze data information on related topics from multiple sources
- Compose short reports on completed research with emphasis on added value insights
- Consolidation into an industry report (how does this industry see itself?)
- Development of themes or topics within an industry
- Analyze and classify data
- Development of quizzes around a specific theme or topic
- Creation of quizzes, including required media
- Apply knowledge of marketing systems to modify quizzes

Required Skills

- Analytics thinking
- The ability to do market and industry research and distill the most valuable insights and patterns
- Technical skills and ability to learn new tools quickly
- A passion for new technology tools
- Excellent communication and writing skills in English
- Strong conceptual and visual thinking skills

Work Environment & Logistical Requirements

The volunteer can work remotely from home, with occasional workshops at Profila HQ in Luzern (depending on covid restrictions and comfortability). The volunteer will work with the Leadership Team as required. The volunteer would be required to have a personal computer. Brand materials and assets and access to current team working tools will be provided

Duration

10 hours per week for 3-6 months