



Consumer Panel/Loyalty Card Specialists Account Managers and Account Directors Australia

About Aztec

Synovate Aztec is Australasia's leading provider of scan data services with a reputation for excellence in data insights, software, and customer service. Since establishment in Australia in 1995, Synovate Aztec has expanded internationally, and has enjoyed success around the world. Our customers are FMCG suppliers and retailers who look to us for marketing insights gleaned from both POS scan data and Consumer Panel data.

Synovate Aztec is enjoying strong growth with its consumer panel services, and this growth is set to continue with a number of new and exciting developments on the horizon. Due to this growth, Aztec is expanding their customer insights team in Melbourne and Sydney.

The Roles

Working in this diverse position, you will be responsible for building strong relationships with your customers. You will provide them with insights, primarily through use of basket data, loyalty card data, and consumer panel services, and assist them to gain maximum value from their investment. This would involve proactively engaging with the customers marketing teams to assist in analysing topics such as product launch activity, promotional activity, consumer segmentation and behaviour, and competitor analysis. Providing insights, building reports, running training sessions, and value adding to our customer's business is the key to the role.

What skills will you need?

Ideal candidates will have extensive experience using consumer panel data, in an agency or client side role. They will have an analytical mindset coupled with an ability to deliver commercial outcomes that will ensure success. It is important that all candidates have an understanding of the current grocery retail market, either in Australia or abroad, and possess strong communication, time management and organizational skills.

Want to know more?

To apply or to receive additional information on the opportunities at Synovate Aztec, please contact:

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