

ETABLISSEMENT

Siège Paris Odyssey

Département **PARIS (75)** Région Ile de France Pays France



AccorHotels, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,700 hotels et 480,000 rooms. With more than 180,000 employees in AccorHotels brand hotels worldwide, the Group offers to its clients and partners

nearly 45 years of know-how and expertise.

AccorHotels provides an extensive offer including complementary brands - from luxury to economy - that are recognized and appreciated around the world for their service quality : Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Ibis, Ibis Styles, Ibis Budget, HotelF1 as well as Thalassa sea & Spa.

CMI is a team of experts, part of Global Marketing team and aiming at providing consumer insights to the Top Management to support fact-based decisions

CONTRAT

Type de contrat	Emploi
Durée du contrat déterminée:	Non
Statut	Temps plein
Date prévisionnelle d'embauche	17-08-15

CONTACT

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COMPÉTENCES

Niveau d'études
Master / MBA / Bac + 4/5

Domaine d'études
Marketing

Expérience professionnelle
6 à 10 ans

Langues requises
Français (Langue d'usage)
Anglais (Langue de travail)

CRITÈRES INDISPENSABLES ET SOUHAITÉS

A degree in Engineering / Engineering School

- Semantical analyses
- Data analyst
- Analytical & synthesis skills, high rigor
- Communication skills within senior environment
- French & English

MISSIONS PRINCIPALES

The job is composed of 2 accountabilities and reports to the Consumer & Market Insights SVP.

Data Scientist -ca. 60% of workload

- Accountability 1 : analyze all unstructured data collected (eg. Tripadvisor reviews, Customer care complaints, free text posted during stay preparation , ect) and extract insights. Analyze the long tail and identify relevant 'weak signals'

- Accountability 2 : develop relevant links with the other 'Customer knowledge' teams to add value to data from various sources - incl. BICC, GES, CRM teams

Ibis Market Research manager -ca. 40% of workload

- Accountability 1 : challenge and improve briefs from Marketing / Distribution teams to identify relevant issues and recommend ad hoc methodology to tackle the topic

- Accountability 2 : carry out the relevant research to address the mktg / distribution objectives

- With external market research agency (brief, method, fieldwork & analyses control)
- Do-it-Yourself research (fieldwork managed internally, ie questionnaires, interviews, analyses managed on his / her own)
- Make business recommendations based on consumer insights to key stakeholders

KEY INTERACTIONS

- Internally : key internal clients = Global Marketing Chief Officer, Marketing segment SVPs, Marketing segment VPs + other Customer intelligence teams (GES, BICC, CRM)

- External : experts in semantic analyses, big data software company