

1. Job Title: Market Study Coordinator

2. Department: Marketing & Sales Department

3. Required Qualifications / Competences:

- An academic degree
- Fluency in English
- Good human interactions
- Flexible working program
- Willing to travel outside Bucharest
- Very good knowledge of PPT and Corel

4. Responsibilities:

- Tracking and communicating competitor real estate projects in planning and launching stages, in Bucharest and other Romanian cities – ongoing “monthly updates” to management on what is happening in the market, what are the trends, what we need to be aware of for residential, commercial, offices and retail
- Coordination of relationship with the marketing departments of the leading RE agencies, sharing info and developing a cooperative rapport of sharing “in trade” info against Adama projects info.
- “Detective work” as needed
- Fulfilling specific information requests and assignments regarding competitor projects – on demand, based on management needs - for example finding out details about a specific mall that is being built in a certain city, or visiting a competitor sales office to learn about pricing structures & mortgage offers.
- Collecting survey/questionnaire information about, for instance, the residential market needs in Romanian cities – with the goal to make Adama a “leading expert” on the Real Estate market in Romania.
- Responsible of drawing up reports regarding competitor companies.
- Offering support and assistance to the marketing department in day-to-day market research/study activities
- Coordinating the research activities, including related to development of new projects, consultancy in developing new projects, under direct supervision of Marketing Manager;
- Conducting studies on the regional real estate market and other markets on demand;
- Verifying trends in the real estate market (e.g. Market Study), analyzing and elaborating reports for the management, on demand;
- Tracking and communicating updates on the 2nd hand market (selling & rental) in Bucharest and other Romanian cities
- Updating and communicating reports on banks/mortgage market situation and any other special program related to the real estate projects (i.e. Prima Casa)
- Issuing a monthly newsletter summarizing all reports & activity for the past month – visual report
- Updating statistical information (unemployment rate, monthly income etc) – for all the cities, on demand
- Supporting the department with requested PPT

5. Subordination:

Marketing Manager