

**POSITION:** Learner Official – Marketing

**REPORTS TO:** Head of Research and Insights

The Learnership Official Programme is designed to give candidates the best hands-on training specific to BTC Telecommunications business units.

**OBJECTIVE OF THE POSITION**

- Obtain practical experience in Geo Marketing through on-the-job training.
- Obtain practical experience to coordinate geo-marketing research and analyze relevant market research data.
- Obtain analytical capabilities and communication skills.
- Develop attention to detail and accuracy in reporting, use Geo Marketing tools, data analysis and visualization tools.

**QUALIFICATION**

- Degree in Business Intelligence and Data Analytics or equivalent.
- The ideal candidates must have a Great Point Average (GPA) above 4.0 or Second Class Upper (2.1) or above.
- The candidate should possess the following competencies: Enthusiasm, Agility, Attention to detail, strong analytical and problem-solving skills, and good communication skills.

**EXPERIENCE**

- 0 – 1 year experience in Data analytics, Geo Marketing Research & Insights.

**DURATION:**

- The Programme shall be for a maximum period of 24 months.