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# Example of Manager, Market Research Job Description

Our company is growing rapidly and is looking to fill the role of manager, market research. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager, market research

* Coordinate on-going research projects
* Establish effective and efficient business relationships with Research agencies
* Collaborating with other research managers both within the broader Windows research team the central marketing research team in the execution, analysis and presentation of insights to ensure a holistic understanding of the commercial business issues
* Possess a solid understanding of industry secondary data and syndicated sources their strengths and weaknesses
* Collaborating with other research managers both within the broader Windows & Devices Product Research team the Central Market Research team in the execution, analysis and presentation of insights to ensure a holistic understanding of consumer business issues
* In collaboration with other CMR teams, lead major and necessary programmatic changes to Global Campaign Tracker
* Manage overall Campaign Research budget
* Directly participate in the production and proofing of client deliverables (e.g., reports, presentations, tables)
* Independently manage and troubleshoot data collection, cleaning, and processing on projects with moderate complexity
* Interprets and troubleshoots results from higher level analytics

## Qualifications for manager, market research

* Proficient with Excel, PowerPoint, SPSS/SAS, and online survey tools (e.g., Qualtrics, Confirmit)
* 5 or more years of combined experience related to market research (surveys, focus groups, in-depth interviewing, ) in financial services, with emphasis on customer relationship management, sales and marketing
* Above 5 years FMCG/Service/Retail (marketing / sales) or research-related industry experience desired, better with 3 years people management experience at supervisor or team leader level
* Smart, a quick learner
* 3-5+ years supplier side market research experience, with responsibility for managing teams
* Knowledge of a variety of different custom quantitative research methods