Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-market-research>

# Example of Manager, Market Research Job Description

Our growing company is looking to fill the role of manager, market research. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, market research

* Provide strategic input to help shape strategic and business plans, brand strategies and new product launch plans and life cycle management for Oncology
* Provide consultation to all levels of sales and marketing on the identification of marketing opportunities
* Assess departmental opportunities for improvements in sales and marketing information
* Provide specialized and complex analytic marketing research in support of sales, marketing and business planning functions
* Optimize methodologies for collecting and analyzing data to evaluate existing and potential product/service markets
* Contribute key input in the implementation of consumer marketing plans
* Direct complex sales and market research projects and customer demographics
* Write requests for proposals
* Identifiles the study requirements for his/her entity
* Coordinates on respective discussion with the team

## Qualifications for manager, market research

* University Degree (Sociology, Psychology, Marketing or Economics)
* Good numerical and verbal skills
* Preferably knowledge of Retail Audit data analysis and software
* 5-8+ years of research or strategy consulting work experience, and preferably 4 or more years of technology industry experience
* The ideal candidate will also have a demonstrated ability to create and manage the execution of research projects, generate customer and market insights, and tie these insights to business recommendations
* Bachelor’s degree, with a graduate degree in business, market research or a social science strongly preferred or equivalent industry experience