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# Example of Market Analyst Job Description

Our growing company is hiring for a market analyst. 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 market analyst

* Potentially monitor intelligence sources (blogs, media websites, competitors’ web sites, conference sessions and calls for papers)
* Assist in developing business cases, presentation development and delivery
* Together with the leadership team, produce and distribute the (Monthly, quarterly, annually)
* Partner with clients and internal teams to understand business and marketing goals – and leverage analytics to advance these goals
* Develop, manage, and distribute data and insights to drive business decisions for internal customer teams via regular and ad-hoc reporting including statistical calculations, graphical representations, and written analyses
* Derive insights from research and data that provide holistic views of performance across experiences, channels and verticals to support customer success, marketing and sales efforts
* Create and develop reporting template standards across Omni channel marketing efforts to allow for meaningful insight and strategy
* Support data visualizations across the organization for digital channels, platform, internal dashboards and external business units and advertiser clients
* Create and interpret corporate reporting and analysis (e.g., case studies, quarterly industry updates, corporate dashboard)
* Provide research to make recommendations for product that will have the highest potential for success and best fit in the market

## Qualifications for market analyst

* Master’s degree in economic sciences/ marketing/ market research is a plus
* Accounting/Financial analytics
* Written and oral communications skills required
* Must be flexible in a rapidly changing environment and able to handle multiple projects
* 3 – 5 years experience in working with communications, project management/training, marketing and knowledge of automated Campaign Management (CM) applications (Unica)
* Bachelor’s degree preferably in Market Research, Marketing, Business, Social Science, or other quantitative field