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# Example of Market Consultant Job Description

Our innovative and growing company is searching for experienced candidates for the position of market consultant. 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 consultant

* Effectively learn and understand the Unum business environment to support the acquisition and retention of new customers
* Acquire a broad knowledge of Unum’s group and voluntary product portfolio and service offerings and how to position sales solutions to brokers
* Develop and build relationships with brokers in an assigned territory and/or for an assigned product
* Assist in the enrollment process for new and existing customers
* While in training, ability to obtain insurance license in states within assigned territory
* Monitors conversion rates to ensure that targets are met
* Monitors policy survival rates to ensure that targets are met
* Support the sales process through business, analytical and product consulting
* Perform regular validations, data samples, to ensure superior product performance is maintained
* Promote sales to direct B2B customers by initiating calls, acting on leads and/or prospects in order to meet customers’ needs, present/explain SWS products and make purchase recommendations

## Qualifications for market consultant

* Ability to work independently with only modest day-to-day supervision and direction
* Ability to interact professionally with LOB staff and to respond quickly to inquiries
* Ability to manage day-to-day relationships with market information suppliers
* A “seasoned professional” is probably not needed, but the individual needs to have sufficient perspective and understanding of the meaning of the data to recognize when outliers might be incorrect vs
* Experience preferably within financial services or other service based industry experience
* Manage syndicated research studies, subscriptions to research services, and memberships to research and industry organizations (ex