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# Example of Market Intelligence Job Description

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

## Responsibilities for market intelligence

* Perform analysis of the data provided by syndicated market research companies (product shipments, purchase/usage behavior, ) to identify trends and insights that can affect company planning and decision making
* Within the DMEL 2020 Strategy evaluate the future pricing opportunities within the region to ensure that aspirational sales volumes can be achieved
* Lead the pricing study process in cooperation with the respective service provider
* Ensure and control that pricing executives evaluate the data
* Prepare management information and presentation
* Ensure that pricing information is available and analysed in a timely manner for all newly launched competitor vehicles
* GD orderings / Take-Rate Analysis
* Initiate the regular creation of Take-Rate Analysis on qualitative and quantitative basis
* Presentation of results to DMEL Senior Management and Director
* Support with recommendations potentials and necessary action plans

## Qualifications for market intelligence

* Requires demonstrated experience in preparing and participating in materials for senior leaders on strategy and matters of significance
* Deeply analytical with quantitative and qualitative data – framing and conducting analysis, market modeling
* Bachelor’s Degree in Technology or Finance is required
* Monitor, acquire, analyze, develop and distribute information about the industry and our competitors, and their actions, through a variety of weekly, monthly, semi-annual, annual and one-off publications and presentations
* Manage the acquisition and upkeep of both internal and external information resources, and a historical library of industry and competitive data, for use by company employees
* 5+ years’ experience in field of Consumer Research