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# Example of Market Research Analyst Job Description

Our growing company is looking to fill the role of market research analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for market research analyst

* Develop report packages based on internal demand that maximize relevance and usage, and minimize customization
* Look for opportunities to standardize and systematize reporting across the group, including the use of technology to reach our target audience
* Create efficiencies in recurring report processes through the advanced use of research tools such as custom screens and filters
* Seek user feedback regularly in order to further enhance report specs
* Play a supporting role in larger, more complex projects and may have to take a leading role in smaller, less complex projects
* Provide input and perspective on product and market research availability as it pertains to specific initiatives
* Fulfill ad hoc product and market inquiries submitted to group mailbox
* Run quantitative reports from syndicated research, including reach and frequencies
* Provide analysis of qualitative profile and product usage
* Run share shift analysis to show benefits of network radio

## Qualifications for market research analyst

* Well developed knowledge of a wide range of custom market research methodologies and techniques especially in the area of customer satisfaction/loyalty research, brand awareness/usage and new product development
* Minimum of five years experience in market research
* BA/BS, preferably in Customer Research or Marketing
* 4+ years of work experience in business environment, experience in customer insights and/or retail is a plus
* 2-4 years of progress towards a degree in Marketing
* Fall 2015 Internship