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# Example of Market Research Associate Job Description

Our innovative and growing company is hiring for a market research associate. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for market research associate

* Primary responsibility for aspects of market research for specific therapeutic area/brand, including the identification of market research needs, and the design, execution and interpretation of market research studies and the analysis of syndicated, secondary market data for performance measurement and market understanding purposes
* Drafting sections of project deliverables including reports, manuscripts, global value dossiers, health technology assessment dossiers and slide sets in the areas of health economics and market access
* Work closely with commercial and scientific counterparts to provide integrated scientific and commercial competitive insights collaborate with business development/L&A partners to help identify and conduct due diligence of early stage opportunities
* Develop a deep knowledge and understanding of the key scientific, clinical, regulatory and commercial issues in Oncology and apply this knowledge to develop competitive insights
* Insights would include but are not limited to in-depth analysis and profiles of key competitors opportunity/market assessments
* This position will report to the Director, Global Commercial Intelligence Leader, Hematology DAS with a dotted-line report to the Director, Competitive Intelligence Functional Excellence & Director HEM-DAS analytics
* Planning, conducting and reporting literature searches (systematic and non-systematic), including protocol preparation, screening of abstracts and articles, data extraction and quality assessment
* Supporting other project activities as needed including drafting sections of proposals, completing internal documentation and quality checking the work of others
* Working closely with internal departments
* Creating the materials necessary to field studies

## Qualifications for market research associate

* Manages primary and secondary market research for in-line Products and LCM opportunities
* Recommended 7+ years of experience in the pharmaceuticals industry, and a minimum of 5 years of experience in forecasting, market research and/or competitive intelligence
* Strong interpersonal and collaboration skills teamwork abilities
* Developed or participated in the development of proprietary research models or techniques
* Strong academic record with PhD level or equivalent in Economics, Finance or related discipline required
* Prior investment banking industry experience essential