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# Example of Market Research Manager Job Description

Our growing company is hiring for a market research manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for market research manager

* Experience in supporting global B2B marketing and sales organizations
* Strong analytical skills, and expertise in advanced multivariate research design and analysis, , segmentation, customer journey, forced-choice analyses
* Focus group moderating and panel experience are highly desirable
* Ability to think fast, act thoughtfully, produce quickly, and manage multiple complex projects simultaneously
* Track record of success working in and influencing a fast-paced global organization
* Ability to be flexible, adaptable and responsive to numerous stakeholders
* Oversees Market Research department
* Oversees presentation of and promotes use of market research data to senior management
* Manages relationship with 3rd-party market and customer research vendors including selection, contract negotiations, and contract compliance
* Responsible for preparation and adherence of department operating budget

## Qualifications for market research manager

* Strong writing skills, ability to create a story from data
* Extensive experience with multivariate techniques – when to use them and how to interpret output • Experience with Conjoint/Discrete Choice/Max/Diff, Optimization, is critical
* Ability to manage a range of projects concurrently
* FMCG/Retail Industry Experience
* At least 5 years of experience in data analysis and reporting (Data query, statistical analysis, writing/presentation of detailed reports/presentations)
* Bachelor’s Degree preferably in Market Research, Business, Marketing or Communications