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# Example of Market Research Manager Job Description

Our growing company is searching for experienced candidates for the position of market research manager. 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 research manager

* Manage P&L responsibilities for market research
* Create and manage internal systems for the timely and accurate collection, analysis and dissemination of information and insight derived from secondary, syndicated market research and competitive intelligence data to drive increased understanding of the business and opportunities to drive competitive differentiation and business growth
* Provide inputs to planning process and manage monthly reporting processes on market conditions, competitive performance, and explanation of drivers of observed market conditions
* Develop and manage relationships with key vendors and suppliers
* Build and develop high performing Business Analytics team
* Develop annual budget for Business Analytics and track performance against that budget monthly
* Negotiate for necessary funding and cross functional resource needs
* At least 3 to 5 years of corporate experience in technical field
* Be eager to get your hands ‘dirty’ and doing the work - talking with customers, developing & executing surveys to learn from them
* Derive insights and drive impact from data

## Qualifications for market research manager

* Extensive experience with multivariate techniques – when to use them and how to interpret the output
* BA or BS prefered or equivalent experience or certifications
* Must possess excellent analytic problem and proactive problem solving skills
* Excellent communication ideas including written and in-person presentation skills in a persuasive and appropriate manner
* Ability to manage internal and external resources (people, information, technologies, time, and capital)
* Background and experience in univariate and multivariate analytical techniques used in market research (e.g., clustering analysis, regression, Bayesian network analysis)