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# Example of Marketing Research Analyst Job Description

Our company is growing rapidly and is looking to fill the role of marketing research analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing research analyst

* Support brainstorming initiatives
* Manage analysis and reports/presentation decks across the NPS 360 program (eNPS,rNPS, cNPS and tNPS)
* Lead the automation of tNPS data collection from key markets and monthly summary Global reports for Operation
* Support NPS 360 dashboard design and development to ensure a systemic data collection, data aggregation and data deliver to appropriate audiences
* Ideate and implement data analysis and visualization techniques to distill and activate findings geared to improve customer experience and create differentiation for consumers and customers at each point of contact
* Manage markets adherence to NPS protocols and support on its evolution/enhancement
* Partner to develop Consumer Experience Index, pilot in select markets and ultimately roll out at the Global level
* Advise on operational improvements based on Consumer Experience Index scores
* Provides research consultation to support product, marketing sales, and digital initiatives
* Utilizes knowledge and marketing experience to design and formulate research initiatives

## Qualifications for marketing research analyst

* Expertise with tools, capabilities, programs designed to facilitate management and analysis of data
* Some understanding of consumer health experiences and expectations
* Bachelor’s degree, ideally in market research, marketing or psychology
* Pursuing MBA in Marketing, Quantitative Marketing, Marketing Science, Advertising or a related field of study
* Working knowledge of basic statistics, quantitative/survey research procedures
* Proficient in Microsoft Excel with the ability to create and use pivot tables, design & build tables, and graphs