Downloaded from <https://www.velvetjobs.com/job-descriptions/marketing-research>

# Example of Marketing Research Job Description

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

## Responsibilities for marketing research

* Organizing and managing all aspects of the daily morning meeting, including summarizing recent publications & facilitating the meeting as needed
* Compiling Pitch Sheets for the Research Analysts for marketing purposes
* Producing sales cheat sheets for major pieces of Research
* Managing day-to-day logistics for the Directed Call program between sales and research
* Organizing and managing roundtable development sessions for Analysts and Associates
* Analyze and interpret data from a wide range of sources, including social media platforms
* Use advanced tools, including text analytics and database analytics
* Assist in developing tools, including dashboards, to present Voice of Customer and other data to stakeholders
* Translate research findings into actionable insights that will have an effect on reaching hundreds of millions of people
* Serves as an expert in managing all phases of mature and new product development processes, from idea generation through market launch

## Qualifications for marketing research

* At least 10-15+ years of overall professional experience with at least some of this experience beyond market research
* BA/BS in statistics, economics, or market research preferred
* Minimum of 8 years in progressively responsible positions related to Marketing Research, business consulting and/or advanced analytics
* 1+ year of Market Research, Media or Advertising experience a plus
* Functional – Over 5 years of proven marketing research experience at a research firm
* Industry – Market research firm / brand company with a focus on sports wear / apparel / FMCG