



Example of Competitive Intelligence Analyst Job Description

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Our innovative and growing company is hiring for a competitive intelligence analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for competitive intelligence analyst

- Monitor and provide timely analysis of competitive movements in the market to enable key members of the organization to make sound business decisions
- Coordinate the work of several analysts
- Influence in and outside the team and drive new projects
- Mine large data sets and turn them into understandable and actionable insights
- Master our internal analytic datasets and reporting tools and create reports or dashboards to monitor the competition
- Feed reporting tools with external datasets to enrich the human and data intelligence
- Define and execute a stream of analysis and tests to highlight competitive threat and inform decision making
- Maintain the CI / PTW SharePoint site other CI-specific repositories of information
- Provide CI training to all stakeholders across the company, to include those relative to CI tools, templates, workshops, processes
- Provide market intelligence information by means of interpreting the analysis data above

Qualifications for competitive intelligence analyst

- Comfort in ambiguity - adaptability in less-structured environments (able to "jump in" and contribute even when facts are not yet 100% clear)
- Must have the ability to work in a matrix environment where a high degree of collaboration is needed
- With direction, ability to understand, and translate customer insight/marketing research data tools and techniques into actionable insights to drive decision-making is required
- Some knowledge of and experience with competitive / marketplace research tools and analytics is required
- Knowledge of primary market research, secondary market research, or strategic forecasting is preferred