



Example of Manager, Market Research Job Description

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Our company is growing rapidly and is hiring for a manager, market research. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager, market research

- Manage custom research projects from design to final report to support key business initiatives
- Manages ongoing brand tracking research, ensuring consistent delivery of scheduled reports, timely response to ad-hoc questions
- Maintains research and insights knowledge base
- Analyze client and market feedback across various dimensions
- Leads project management in support of key company initiatives, can include customer segmentation, brand tracking, category reinvention, brand partnerships
- Manager will have 1-2 direct report (analysts) to manage
- Leads developing and execution of marketing insights plan for the business that includes market trends, unmet and emergent needs of customers and competitive intelligence
- Designs research, implement it and derives actionable information and insight that result in competitive advantages
- Works in a consultative role, with Senior Management
- Work will require successful integration of analysis results, that leverage across relevant functions including Business Analytics, Competitive intelligence, Marketing and Sales

Qualifications for manager, market research

- Master's degree required (MBA, MIS, M.S
- Experience with a variety of B2B market research methods both qualitative and quantitative, including primary survey research techniques, segmentation, concept-creative testing, focus groups, , and secondary data mining on emerging and disruptive industry trends
- Successful researchers in the Customer and Market Research team utilize research (primary and secondary) to provide consulting to their business partners
- The ideal candidate will have at least eight years of research or strategy consulting work experience, and preferably 4 or more years of technology industry experience
- This position requires a Bachelor's degree, with a graduate degree in business, market research or a social science strongly preferred