



Example of Market Research Analyst Job Description

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

Responsibilities for market research analyst

- Imputes key data for department's computer files and library archives
- Ensures purchase orders are established with contracted vendor fielding the test and works with our finance teams to assure payment is made accordingly
- Monitors digital and TV feedback thru social sources (Facebook, Google, et al) to see how findings from those outlets are similar or different from what was reported in research testing
- Communicates with contracted research vendors to set sample specifications on outgoing tests, design and develop questionnaires, and provides norms to establish benchmarks using internal historical databases
- Works closely with our production teams and filmmakers to review all aspects of the test screening process to make sure everyone is on the same page
- Works with distribution and sales branch to select proper theater venue, and book security to protect the film with protocols established by our anti-piracy unit
- Incorporates information on test screening details in our internal status report
- Monitors guest list and makes arrangements with contracted vendor if VIP's in attendance require special handling
- Establishes deliverables of who will receive topline and a set of the questionnaires when the test screening has concluded
- Transcribes focus groups feedback, reviews data files, and reads completed questionnaires to pen concise analysis of the findings, which may be disseminated to production, filmmakers and possibly select marketing and distribution personnel

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- Bachelor's degree (Master's preferred) in a related field (e.g., quantitative methods, statistics, mathematics, marketing, marketing science, business)
 - Bachelor's Degree in Business Administration/Management, Economics, Finance, Math, Information Sciences, Biology/Biological Sciences, Chemistry, Health/Nutrition, Marketing, Engineering, or a health-related field
 - Ability to synthesize data/information and derive useful themes and trends within the business
 - An energetic and enthusiastic team player, with ability to develop strong partnerships within the COE and across core banner partners
 - Any experience with media research and software programs including Nielsen Audio, Scarborough, GfK/MRI, AdSpender, ACT1 and Strata is a plus
 - Genuine interest in the broadcast media industry