



# Example of Market Research Associate Job Description

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Our innovative and growing company is hiring for a market research associate. 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 market research associate

- Providing technical review and input into all research instruments
- This position reports to the director of Market Research
- In-depth analysis and integration of research findings into valued insights, presented to key internal stakeholders
- Design and execute primary marketing research studies and secondary analyses to generate insights informing strategic efforts, price/access strategy, LCM, forecasting, branding, and marketing mix
- Prepare presentations, deliver research findings, and make strategic recommendations that maximize the long term value of the brand and ensure that it achieves annual sales goals
- Partner with the Business Development function during "full assessments," driving primary and secondary market research projects
- Supporting the senior members of the Private Equity Team in managing and developing the company's relationships with constituents, which include various investment professionals at private equity firms
- Monitoring leveraged buyouts, corporate refinancing and M&A activities on a regular basis
- Preparing company profiles, transaction overviews keeping track of all PE deal pipelines and status
- Develop and demonstrate increasing expertise in selected knowledge areas, , particular industries, business trends, and/or analytical methods

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- 5+ years of experience conducting quantitative and/or qualitative consumer research on the vendor side strongly desired
  - Experience in the bio-pharmaceutical industry (including consulting for bio-pharma clients) and more specifically in insight generation in Oncology disease states is preferred
  - Experience with global market research is required, including processes around compliance and pharmaco-vigilance
  - Experience with innovative primary market research techniques is required
  - Analytical individual with sound business acumen who can indirectly influence decisions with internal and regional partners is highly desired
  - A passion for detail ability to look at the “total picture” which allows the person to integrate insights based on multiple sources