Example of Market Research Manager Job Description

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

Responsibilities for market research manager

- Most frequently serves as the Secondary Associate on quantitative projects, offering guidance and on-project mentoring to Primary Associates
- Owns training in at least one specific area or application within Data Management
- Serves as a designated mentor to one new associate at a time (as needed)
- Successfully troubleshoot and provide solutions to various project and process problems
- Identify data related problems and develop hypotheses on what's wrong
- Participate in peer reviews in a timely manner
- Responsible for generating, integrating and translating insights and analytics into growth opportunities and tactics that shape decisions and drive organizational action for the Oncology Therapeutic Area
- Partner closely with brand teams and cross functional partners and serves as an internal consultant to the Sales & Marketing team
- Participate in development and implementation of Oncology primary research plan in marketing, sales and payor spaces, including developmental research
- Implement research approaches, identify appropriate supplier partners, foster strong partnerships in the context of resources, timing and overall project goals

Qualifications for market research manager

- Knowledge of all operational and analytic components of research process, including ability to write proposals, questionnaires, tab plans, analytic plans, and topline and final reports
- Strong computer skills, including spreadsheet, WORD, and PowerPoint
- Methodological breadth
- Synthesis and insight generation
- Insights to strategic recommendations