Example of Marketing Research Job Description

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Our innovative and growing company is searching for experienced candidates for the position of marketing 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 marketing research

- Develops research materials and assists with generating reports and
- Outside research agencies/vendors – Develop on-going relationships with agencies that have data that may be useful in the advertising sales process
- Customize sales presentations, proposals, flyers and market books – Independently provide research and copy for sales presentations and proposals
- Advertising sales meetings – Work with other analysts to develop and maintain marketing minute presentations in the Advertising Sales Meetings
- Manage a custom data template production service
- Define and advance best practices around research policies and procedures, and explore alternative research methodologies
- Continuously evaluate the portfolio of custom data templates, recommending candidates for deprecation, consolidation, or enhancement
- Manage an economic, capital market, and investment product research assistant service
- Define and advance best practices around research policies and procedures sourcing guidelines, and methodology standardization
- Manage a highly functional automated, interactive data visualization product service

Qualifications for marketing research

- MBA/M.Sc./Pharm.D
- Minimum of 7 years of experience in the pharmaceutical or biotech industry, preferably in rare diseases, including international experience in forecasting, market research and/or competitive intelligence
- Must demonstrate extensive experience doing hands-on analysis
- Knowledge of advertising sales industry, conceptual knowledge of addressable advertising is preferred
- Bachelors Degree in Business, Marketing, Advertising, Communications or a related field