Example of Marketing Research Job Description

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

Responsibilities for marketing research

- Organizing and managing all aspects of the daily morning meeting, including summarizing recent publications & facilitating the meeting as needed
- Compiling Pitch Sheets for the Research Analysts for marketing purposes
- Producing sales cheat sheets for major pieces of Research
- Managing day-to-day logistics for the Directed Call program between sales and research
- Organizing and managing roundtable development sessions for Analysts and Associates
- Analyze and interpret data from a wide range of sources, including social media platforms
- Use advanced tools, including text analytics and database analytics
- Assist in developing tools, including dashboards, to present Voice of Customer and other data to stakeholders
- Translate research findings into actionable insights that will have an effect on reaching hundreds of millions of people
- Serves as an expert in managing all phases of mature and new product development processes, from idea generation through market launch

Qualifications for marketing research

- At least 10-15+ years of overall professional experience with at least some of this experience beyond market research
- BA/BS in statistics, economics, or market research preferred

- 1+ year of Market Research, Media or Advertising experience a plus
- Functional – Over 5 years of proven marketing research experience at a research firm
- Industry – Market research firm / brand company with a focus on sports wear / apparel / FMCG