



## Example of Senior Manager, Market Research Job Description

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Our growing company is looking to fill the role of senior manager, market research. 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 senior manager, market research

- Coordinate and manage all internal data collection activities to client timelines and budget, including questionnaire review, programming, sample management, data collection, tabulation, analysis and reporting
- Proactively contact clients by phone and email to finalize project specifications and to provide consultative updates throughout the project life cycle
- Maintain and manage individual project budgets in conjunction with Account Lead
- Identify and communicate potential problems to appropriate colleagues to drive a resolution
- Manage third-party partners and outsourcing vendors to deliver the highest levels of client satisfaction
- Strong strategic thinker who understands the critical role of market research in developing commercial strategy in support of both in-line products and product launch
- Strong interpersonal skills with ability to lead, interact with, influence others, focus, resolve conflict and drive consensus among individuals from a variety of cultures and disciplines
- Strong communication and presentation skills with an ability to efficiently and productively communicate both orally and in writing both to peers and senior management are required

- Proven experience with global Sales and Marketing organizations and experience with pharmaceutical data sources , IMS, WKH and Ipsos (Synovate) Chart Audits are required

### **Qualifications for senior manager, market research**

- Excellent project management skills and the ability to meet tight deadlines in an environment of competing and changing priorities
- Demonstrated excellence in project management and effectively managing multiple projects / priorities, with ability to collaborate with and influence cross functional stakeholders, executive management
- Experience in pharmaceutical pricing analysis, product launch pricing experience is a plus
- Experience conducting primary market research especially among payers, secondary data and benchmarking analyses
- Strong communication skills with the ability to distill and efficiently communicate complex analytics both orally and in writing across all levels of management
- Knowledge of payer and provider reimbursement environments and the current policies and guidelines that affect pricing, government & commercial payer access