



Example of Senior Manager, Market Research Job Description

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Our growing company is searching for experienced candidates for the position of senior manager, market 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 senior manager, market research

- Strong analytical capabilities, proficiency with Microsoft Excel, Word, PowerPoint
- Lead cross functional projects from planning and design to turning insights into strategy with business partners. Then partnering in taking strategy to tactical design
- Serve as a leader in integrating primary research insights with secondary data and advanced analytical model results developed by peers across the Commercial Insights & Strategy team (forecasting, business intelligence, integrated analytics and advanced analytics/commercial mix modeling/ROI) for (relevant TAc.g., Brand or Franchise) and translating into strategies and organizational actions that drive tangible growth in revenue or profit
- Focus on key business questions and frame business problems into research plans
- Manage market research team of professionals with oversight of all projects and deliverables
- Lead talent strategy which includes acquisition, development and overall employee performance management and talent management activities
- Accurately assesses business issues faced by the diabetes and oncology brands and be the trusted partner in customer insights
- Provides inputs into the design of forecast models, the interpretation of revenue forecasts, and assessment of associated risks and opportunities, including sensitivity and/or alternate scenarios

Qualifications for senior manager, market research

- Technically capable, excellent written and verbal communicator, and a desire to improve processes
- Prefer working in a collaborative, cross-team capacity
- Great track record of working cross functionally with engineers, sales, developer evangelists, business development, and communications
- Minimum of 5 years of research experience (e.g., market research, customer insights, competitive research, experience design research)
- Proven experience at a Senior Market Research Manager level in a commercial retail context
- A deep understanding of both qualitative and quantitative research, including a range of advanced research techniques