Our growing company is looking to fill the role of senior manager, market research. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for senior manager, market research

- Develop research methodologies to solve unusually complex business challenges including but not limited to go-to-market strategy
- Lead the ongoing design and implementation of the enterprise VOC program on the MaritzCX platform, serving as the point person for all internal and external stakeholders
- Lead the formulation of VOC survey program requirements for all GRC businesses, providing expert consultation and sharing best practices based on prior experience
- Lead and manage the enterprise VOC/Net Promoter® program, one that incorporates both competitive benchmark and customer experience elements with a heavy emphasis on close-the-loop and action
- Provide actionable market intelligence to product managers for greater visibility/insights into what customers' requests and needs are to support a customer centric culture and to enhance product development efforts and roadmaps, improve product positioning, and help create greater differentiation in our offerings
- Serve as the primary consultant and trusted advisor to senior leaders within the GRC business units to influence how the BUs develop their strategic business decisions
- Provides insight on financial trends, pain points, and opportunities
- Responsibility for market research projects to address key business questions– understanding the business need

- Review and assess market research agencies and data suppliers

Qualifications for senior manager, market research

- First-hand knowledge of the benefits and limitations of online research
- Numeracy, analytical flair and a talent for generating incisive insights
- The confidence and credibility to deliver convincing presentations to senior people
- A record of promoting customer-centric change
- Experience of tracking customer satisfaction or NPS (Net Promoter Score) and knowing what drives it
- The know-how to measure above-the-line campaigns and manage research agencies