



Example of Senior Manager, Market Research Job Description

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Our company is looking to fill the role 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

- Draft statement of work documentation to support engagement with healthcare practitioners and patients to insure projects meet compliance and legal requirements
- Manage vendor interactions to insure insights meet mission critical timelines
- Push the limits to conduct market research and analytics that exemplify best practices and build enhanced value for commercial partners
- Develop strong partnerships with cross-functional teams – marketing, medical, sales, business analytics, commercial operations and new products groups
- Ensure relevant team members are engaged at key stages of project to insure that critical business questions are adequately addressed
- Insure full team buy-in on the project and its deliverables
- Incorporate future business needs in scope and design of projects
- Go beyond a project-based mindset and be a strategic partner
- Leverage partnerships with regional affiliates to identify best practices in market research and share these with global affiliates
- Develop productive relationships with the Enbrel Consumer marketing teams to define BAI objectives, priorities and work plans for the successful development, launch and tracking of consumer tactics (such as DTC TV and Digital initiatives)

Qualifications for senior manager, market research

- The proven ability to influence others and adapt your style to your audience and your goal
- The ability to work effectively under pressure, to deadline and while juggling multiple complex projects
- A retail marketing background that's helped you develop proven commercial acumen
- Bachelor's Degree in Business, Marketing, Market Research, Finance, or related discipline
- 8+ years of experience in primary market research with a minimum of 2 years of experience implementing and managing an enterprise voice-of-customer/Net Promoter® program
- Expertise in questionnaire design