



Example of Senior Research Analyst Job Description

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Our company is growing rapidly and is hiring for a senior research analyst. 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 research analyst

- Responsible for designing and executing strategic market insights projects that generate actionable insights to help us better serve our clients, primarily in partnership with Branch Insights Research Strategists
 - Guide business areas through the market insights process to determine the most efficient and effective research designs to their business problems
 - Monitors project execution, including establishing and tracking project metrics and conducting project evaluation
 - Identify, guide, and partner with external vendors to execute market insights projects, as needed
 - Understand, analyze and recommend various research methodologies to address firm wide business issues
 - Partner with marketing colleagues to improve the delivery, distribution and impact of research
 - Use social media as a tool to provide compelling research insight to clients internally and externally
 - Communicates with contracted research vendors to set sample specifications on outgoing tests, design and develop questionnaires, and provide norms to establish benchmarks using internal historical databases
 - Works closely with the creative, digital, and services teams to review content and assure the testing (largely coming attractions and TV materials)
 - Incorporates information on tested materials and projected timing of results to the internal status report
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- A minimum of 4 years of conducting competitive intelligences activities is required
- Familiarity with the techniques used to gather and analyze market and competitor data is required
- Working knowledge of a foreign language is preferred
- Organised, responsible, with a focus on adhering to project timelines
- Responsible for establishing and maintaining ESG research tools
- Educate the targeted client base internal clients on ESG trends and related research and investment information