1. **Role title**: MARKET RESEARCH ANALYST

2. **Department**: Marketing

3. Responsibilities:

- Monitor and forecast marketing and sales trends
- Measure the effectiveness of marketing programs and strategies
- Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls
- Gather data about consumers, competitors, and market conditions
- Analyze data using statistical software
- Convert complex data and findings into easy to read tables, graphs, and written reports
- Prepare reports and present results to clients and management
- Make recommendations based on the data collected
- Negotiate contracts for research projects
- Managing budgets
- Create a visual of industry trends and of competitors so organizations can predict how products and services will fare in the marketplace
- Help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods
- Create brochures and advertisements, sales plans and product promotions, based on insights on the targeted consumer base.
- Analyze consumer preferences to determine the potential sales of a product or service

4. Requirements:

- Experience with Microsoft Powerpoint and Word, as well as statistical software platforms such as SPSS, WinCross, SAS, and Market Sight
- Strong math and analytical skills
- Background in business administration or social sciences

5. **Soft Skills**:

- Persuasion skills, and an ability to convince and motivate others
- Strong analytic skills and, an ability to process large amounts of information
- Communication skills
- Critical thinking and sharpness in analysing information and designing a marketing strategy.
- Keen attention to detail
- Ability to work with fast-paced and pressured work
- Good organizational skills
- Presentation skills
- Flexible and work as part of a team
- Interpersonal skills