

# Job Description

## **Market Research Associate**

The Market Research will research, compile, and analyze information on products and market conditions to identify potential new markets, sales opportunities, and the most effective methods of marketing specified products.

- Identifies and defines the objective of an assigned marketing research project; determines the best methods to use to meet those objectives.
- Drafts questionnaires, polls, surveys, and other data collection resources.
- Researches and compiles data related to the current product market, customer demographics and interest, and factors influencing product demand; analyzes results to identify ways of maximizing sales and market penetration of existing products.
- Compiles data related to competitors' products such as pricing, sales, and marketing or distribution methodology.
- Summarizes and analyzes data; makes recommendations related to research findings.
- Reports findings, complete with graphs illustrating data and written text explaining complex findings.
- Identifies potential new products or markets through research.
- Forecasts and tracks industry marketing and sales trends based on collected data.
- Delivers reports and presentations of findings to management and executive leadership.
- Performs other related duties as assigned.

### **Required Skills/Abilities:**

- MBA - Marketing
- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.
- Superior research and analytical skills.
- Ability to translate complex concepts and methodologies into easily understood language.
- Proficient with Microsoft Office Suite or related software.