



## **JOB OPPORTUNITY**

**Date:** August 30, 2016  
**Position:** Marketing Research Analyst  
**Department:** Marketing

### **ESSENTIAL JOB FUNCTIONS & RESPONSIBILITIES**

- Compile and analyze quantitative data on past and current sales and trends, incorporating survey results and anecdotal input from sales/marketing.
- Assess performance vs. business objectives (unit/dollar volume, market share, pricing, marketing/sales programs, advertising and promotional spending); Analyze results with regard to leading data indicators of future business performance.
- Analyze research to evaluate market conditions, customer and consumer dynamics, competition, market segmentation, brand equity, marketing programs, and advertising/communication.
- Maintain product claims documentation for all core brands. Proactively share documentation with key stakeholders.
- Keep Team informed about developments in the market as they impact on and apply to the organization's future business plans. Will also support the preparation and presentation of data to management and to key Customers as related to market planning and analysis, market research, and the changing business environment.
- Support the Commercial team's day-to-day and long term research needs through implementation of the Commercial Market Learning Plan.
- Lead development, implementation and analysis of all qualitative research surveys for the Company.
- Support Category Management role for Key Retailers involving both Qualitative and Quantitative Analysis. Analyze research to evaluate market conditions, customer and consumer dynamics, marketing programs, and advertising.

### **EDUCATION, EXPERIENCE & SKILLS REQUIREMENTS**

Bachelor's degree plus three years Marketing or Marketing Research experience in a consumer goods environment. Must have strong analytical and qualitative skills. Ability to interpret and integrate research data, draw conclusions/implications and translate into business decision recommendations is necessary. Strong project management and communication skills. In-depth knowledge of research techniques used to assess concept/product/program, identify targets, evaluate advertising, and monitor brands' business are all required. Familiarity with use/analysis of syndicated data is required. Working knowledge of MS Office applications. Use of statistical, multivariate and modeling analyses preferred. Experience working with primary and secondary data and running analytics on it to develop leading indicators about the health of the business is preferred.