



Position Description

Title: Market Research Analyst

Organization: Research Department

Position Reports to:
Director of Research

Direct Reports to this Position:
None

Duties and Responsibilities:

- Assisting the Principal Researcher with the following:
 - Literature searches and analysis of work being done in market analysis and measuring market share.
 - Design and develop surveys and interview instruments to be used to gain insight into the segmentation and characteristics of markets for a variety of industries
 - Participate in the collection of market data through interviews and surveys
 - Analysis and presentation of the results of the analysis using analytical and graphic methods
 - The design, development and testing of various models for determining market share for a variety of industries.
 - Analysis to determine the major drivers that influence market share for a given industry
 - Develop and edit manuscripts with the intent to publish the results of the research
 - The development of appropriate education and training for the purpose of disseminating the results of the research throughout a given industry
- Responsible to coordinating all aspects of interviews and focus groups including scheduling, coordination of logistics and documentation of findings.
- Responsible for coordinating all aspects of meetings including facility liaison, preparation, duplication and distribution of all materials and logistics per MCA standards and procedures.
- Frequent over-night travel, normally requiring a driver's license, using company-provided vehicle.
- On call via telephone and e-mail for assignments, questions or information.

Skills, Training and Education Requirements:

Bachelors required Masters Degree preferred:

- Statistics or Operations Research in market analysis, finance, etc.
- Industrial Engineering
- 3-5 years of applied experience in business
- Excellent research and writing skills

Computer skills desired:

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Project
- Microsoft Visio
- Minitab or similar statistical package

Personal Characteristics:

- Emphasis on initiative, self motivation, competitive drive to get things done
- Positive response to pressure, challenge, and fast pace
- Attentive to details
- Self-disciplined and organized
- Strong on follow-up.
- Strict about punctuality and correctness
- Conscientious, thorough, and precise
- Socially poised and persuasive.
- Has a proactive, take charge style.
- A disciplined thinker
- Lively, enthusiastic, optimistic style of expression.
- A very stimulating and positive communicator.
- Assertive, more likely to be a team leader than a team member