



JOB DESCRIPTION

Job Title: Market Research Analyst & Support – Entry Level

Classification: Non-Exempt

Reports To: Global Marketing Manager

Department: Sales & Marketing

Division: TT Electronics Integrated
Manufacturing Services, Inc.

Location: UK/China (TBD)

Prepared By/Date: Katelyn DeVan / February 16, 2016

Approved By/Date: _____ / _____ / _____

Summary:

Principally responsible for researching and interpreting data, formulating reports and making recommendations based upon the research findings. Research market conditions in local, regional, or national areas to determine potential sales of a product or service. Gather information on competitors, prices, sales, and methods of marketing and distribution. To accomplish this task, the Market Research Analyst works with Sales & Marketing to understand, define and document the overarching business objective. The Market Research Analyst applies qualitative and quantitative techniques to interpret the data and produce substantiated recommendations. Market Research Analyst will frequently present the findings and recommendations, and assist Sales & Marketing efforts by developing high-quality prospect lists to support targeted inbound marketing campaigns using a variety of resources and technology. The Market Research Analyst will also be responsible for providing general marketing support to local teams; ensuring that brand guidelines and marketing tactics are upheld

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Responsibilities:

- 1 Perform competitive market research
- 2 Monitor competitive landscape and communicate any developments with sales & marketing routinely
- 3 Conducting in-depth data analyses using traditional and advanced methods
- 4 Communicate with sales & marketing to understand and document the business objectives
- 5 Authoring reports containing actionable recommendations
- 6 Perform research in order to determine who will buy products/services within defined vertical and sub-vertical markets
- 7 Gather data on competitors and analyze their prices, sales, and method of marketing and distribution
- 8 Obtain data to design surveys and assess customer preferences
- 9 Provide vital information to help them make decisions on the promotion, distribution, and design of products or services
- 10 Provide data to determine whether company should add new lines of service or product

Job Description Market Research Analyst & Support – Entry Level cont'd Page 2 of 3

- 11 Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand
- 12 Utilize various sources & technology to create high-quality prospect contact lists for use in targeted marketing campaigns
- 13 Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- 14 Track marketing and sales trends, analyzing collected data
- 15 Seek and provide information to help companies determine their position in the marketplace
- 16 Support local team with day-to-day marketing activities including proper use of marketing distributed tools, resources and brand guidelines

Requirements:

- 1 Strong analytic and critical thinking skills
- 2 Exceptional written, oral, and presentation communication abilities
- 3 Expertise with Excel, PowerPoint, and Office related software

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Individual must be able to maintain confidentiality and have good Judgment. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. A pleasant professional image is expected at all times. Candidate will be expected to exhibit high ethical standards and promote the same within the company.

- 1 Education/Experience/Credentials: Bachelor's Degree in Business, Marketing or equivalent.
- 2 Language Ability: Excellent communication both written and verbal. Ability to read and analyze periodicals, business reports, correspondence and procedure manuals. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, customers, Team Members and the general public. Ability to effectively present information and respond to questions. The Individual must possess strong skills in grammar and proofreading.
- 3 Math Ability: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages.
- 4 Reasoning Ability: Ability to collect data, solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Ability to maintain a professional and positive image in any situation using good judgment.
- 5 Computer Skills: Ability to use office software, including Word processing, Spreadsheets, Databases, Slide Presentations, Internet browsers, E-mail, and business systems software.

Job Description Market Research Analyst – Entry Level cont’d Page 3 of 3

- I. **Supervisory Responsibilities:** This job has no supervisory responsibilities.

- II. **Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

- III. **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include ability to adjust focus. While performing the duties of this Job, the employee is regularly required to sit; use hands, finger dexterity, handle or feel; reach with hands and arms and talk or hear. The employee is frequently required to walk. The employee is occasionally required to stand; climb or balance and stoop, kneel, crouch, or crawl.

Acknowledgement: I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned.

Supervisor Signature Date

Employee Signature Date

Supervisor Printed Name

Employee Printed Name