Orenco Systems, Inc. Job Description

Job Title:	Market Analyst	Job Code:	MKTANL
Salary Grade:			
Department:	Marketing	FLSA Status:	Exempt

GENERAL POSITION SUMMARY:

The Market Analyst identifies opportunities for sales of new and existing products through planning, executing, analyzing, and summarizing market research, including market size, potential competition, price points, and potential channels for distribution.

RESPONSIBILITIES:

Essential Functions:

- Market Research
 - Plans market research projects in conjunction with managers (sales/product/market/marketing), including research objectives, research methodology, sample characteristics/size, method of tabulation, and timeline.
 - Gathers market research data, administers surveys, or supervises/trains other staff to administer them.
 - Devises and evaluates methods for collecting data, such as surveys, questionnaires, and opinion polls.
 - Understands business objectives and designs surveys to discover prospective customer preferences.
 - Performs valid and reliable market research analysis of strengths, weaknesses, opportunities, and threats (SWOT).
 - Maintains market dimensions and data sets over time.
 - Continually looks for ways to improve methodologies, accuracy, and market data collection processes.
- Market Analysis
 - Converts complex data and findings into understandable tables, graphs, and written reports.
 - Conducts in-depth data analyses using traditional and advanced methods.
 - Analyzes research results, prepares, and presents summary reports.
 - Works with the Marketing Manager to monitor and forecast marketing and sales trends.
 - Measures the effectiveness of marketing programs and strategies.
 - Evaluates program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct.
 - Remains fully informed on market trends, other parties researches, and implements best practices.

EDUCATION:

Bachelors or advanced degree in business, mathematics, or the sciences.

KNOWLEDGE/SKILLS/EXPERIENCE:

- > A minimum of 3 to 5 years within the custom Market Research industry.
- Strong analytic and critical thinking skills.
- Strong multi-tasking ability.

- > Ability to interpret large amounts of data.
- > Excellent knowledge of statistical packages such as SPSS, SAS, or similar databases.
- > Excellent working knowledge of MS Office.
- > Excellent knowledge of search engines, web analytics, and business research tools acumen.
- > Adequate knowledge of data collection methods (polls, focus groups, surveys etc.).
- > Working knowledge of data warehousing, modeling, and mining.
- > Exceptional written, oral, and presentation communication abilities.

TOOLS AND EQUIPMENT:

Calculator

Computer

Multi-Line Phone with Intercom

Printer, Copier, Scanner, Fax Machine-Multifunction or stand alone

WORKING CONDITIONS:

Office environment, occasional exposure to outside weather conditions.

PHYSICAL REQUIREMENTS:

Speaking, hearing, seeing, prolonged periods of sitting including extended time viewing a computer screen, reading, writing, and keyboarding. Intermittent physical activity including standing, walking, reaching, bending, and light lifting.

Last revised: 10/26/2017