

Job Profile: Market Research Executive

1. Conduct primary and secondary research to analyze various industries
2. Use the data gathered during the research to carry out market, competitor, and supplier analysis
3. Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls
4. Analyze data using statistical software, to draw both qualitative and quantitative conclusions
5. Deliver research findings in customized reports in PPTs and other formats based on the requirement. Convert complex data and findings into understandable tables, graphs, and written reports
6. Ensure and take ownership of timely and high quality deliverables for clients
7. Exhibit knowledge about various industries and develop expertise in a few of them
8. Must have a prior understanding of various frameworks (such as SWOT, PESTLE)
9. Monitor and forecast marketing and sales trends
10. Measure the effectiveness of marketing programs and strategies
11. Manage multiple projects with quick turnaround
12. Measure effectiveness of Marketing Programs and Strategies
13. Build solid and strategic relationships with business leaders and clients
14. Good internet research skills
15. Work on list generation activities as and when needed
16. Support to Sales and Sales Development team
17. Knowledge of MS Office
18. Good written and verbal communication

However, the responsibilities will change accordingly with the expansion and diversification of business.

Key skills:

[Market Research](#), [Research Analysis](#), [MS Office](#), [Internet Research](#), [Verbal Communication](#)