

CAREER OPPORTUNITIES

Senior Market Research Analyst

Location: Tampa

Position Purpose

To work directly with the VP Marketing & Corporate Communications team to provide strategic research to assist with the new product development process, product spec changes, repricing and field launches.

Key Duties and Responsibilities

- Collects and analyzes data to evaluate existing and potential product/service markets.
- Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales
- Work with sales and marketing teams on product material development and launches
- Work with third party vendors to produce analytical reports on product or market-related research

Qualifications

- Bachelor's Degree in Marketing or Business (preferable)
- 4-6 years experience in the field or in a related area
- Familiar with a variety of the field's concepts, practices, and procedures.
- Relies on experience and judgment to plan and accomplish goals.
- Excellent written and oral communication skills
- A wide degree of creativity and latitude is expected



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