

Marketing Research Specialist (Sales)

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Company: Nathan HR Human Resources

Location: Nairobi

Category: business-and-financial-operations

Job Title: Market Research Specialist

Job Summary:

The Market Research Specialist will play a pivotal role in conducting in-depth research and analysis to uncover market insights, consumer preferences, and competitive intelligence.

This individual will utilize a variety of research methodologies and tools to gather and interpret data, providing valuable insights that inform strategic business decisions and marketing initiatives.

Key Responsibilities:

1. **Research Design:** Design and execute comprehensive market research studies to address key business questions and objectives, including defining research objectives, selecting appropriate methodologies, and developing research instruments.
2. **Data Collection:** Conduct primary and secondary research using a variety of methods, such as surveys, interviews, focus groups, online research, and data mining, to gather relevant information and insights.
3. **Data Analysis:** Analyze research data using statistical techniques, data visualization tools, and qualitative analysis methods to identify trends, patterns, and actionable insights.
4. **Market Analysis:** Evaluate market trends, dynamics, and competitive landscape to assess market opportunities, threats, and positioning strategies.
5. **Consumer Insights:** Deep dive into consumer behavior, attitudes, and preferences through demographic analysis, psychographic segmentation, and trend analysis.
6. **Competitive Intelligence:** Monitor competitors' activities, product offerings, pricing

strategies, and market positioning to identify strengths, weaknesses, and areas of differentiation.

7. Report Generation: Prepare clear, concise, and insightful reports and presentations summarizing research findings, insights.

8. Cross-functional Collaboration: Collaborate with internal teams, including marketing, product development, sales, and executive leadership, to disseminate research findings, solicit feedback, and align on strategic initiatives.

9. Continuous Learning: Stay abreast of industry trends, research methodologies, and best practices in market research to continuously improve skills and knowledge.

Qualifications:

- 3+ years of experience in market research, consumer insights, or related roles.
- Proficiency in research methodologies, including quantitative and qualitative research techniques, survey design, sampling methods, and data analysis.
- Strong analytical skills with the ability to interpret complex data sets and derive actionable insights.
- Excellent communication skills, both written and verbal, with the ability to present findings in a clear and compelling manner.
- Detail-oriented with strong organizational and project management skills, capable of managing multiple projects simultaneously and meeting deadlines.
- Curiosity, creativity, and critical thinking skills to uncover insights and propose innovative solutions.
- Ability to work independently as well as collaboratively in a cross-functional team environment.

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