

# Company Name

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Your City, ST ZIP

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## YOUR PLACE IN THE COMPANY: **Market Research Manager**

**YOUR LEADER:** VP-Marketing and Sales

**WHO YOU LEAD, TEACH AND SUPPORT:** None

**HOW YOU HELP THE COMPANY SUCCEED:** Make positioning recommendations based upon the collection and analysis of data regarding consumer perceptions, preferences, needs and wants.

### **MAIN RESULTS EXPECTED FROM YOU:**

- Gather and analyze data pertaining to the company's prospects, customers and competition.
- Conduct SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses for the company.
- Conduct Market Gap analyses for the market segments under consideration.
- Conduct Market Fit analyses for the market segment being considered.
- Advise the management of the company of a category, or categories, in a geographic market in which the company can be **the** leader.

### **MAIN WORK YOU DO:**

- Gather information regarding the market to be served from government, quasi-government, business and any other sources.
- Document all research findings.
- Validate all collected data.
- Test and Review all data pertaining to current and potential market segments for relevancy on a regular basis.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.