**Company Name**



Street Address

Your City, ST ZIP

**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.