

Medical Marketing Research & Analyst Junior Consultant

POSITION: Medical Marketing Research & Strategy Junior Consultant

JOB LOCATION: Davis, CA (Sacramento Area)

SALARY: Base salary begins at \$50,000 + semi-annual bonus + full benefits

Work with the World's leading medical technology companies:

Be part of a team that helps shape the medical technology industry's innovation process, product creation, and upstream marketing activities. We provide strategic marketing and marketing research services to medical technology innovators headquartered in the Americas, Europe and Asia. Our clients range from global Fortune 500 companies to VC-funded start-ups. We specialize in the fields of medical imaging, medical devices, diagnostics and healthcare IT. Key client deliverables include primary marketing research ("voice of customer") findings and consulting recommendations containing actionable data, market models, and vital insights. Thanks to our offices and affiliates around the world; our research projects are conducted in all continents.

As a Marketing Research Junior Consultant, you will be an integral member of a professional consulting team working alongside Senior Consultants, who conduct primary voice-of-customer (VOC) global marketing research studies. You will be guided and trained in all aspects of the business which will allow you to apply your consultative, statistical, client relationship management, and collaboration and leadership skills to lead market research-driven projects and become one of our project managers. As a Marketing Research Analyst, you will work with our quantitative analytical team and support our survey Analysis and reporting efforts.

Our Company:

The MarkeTech Group is an international medical technology marketing consultancy focused on conducting high-value custom marketing research engagements. We provide information to help clients develop new products, determine effective pricing strategies, identify optimal product positioning and messaging, identify new growth opportunities in emerging markets, and much more.

Locations:

Headquarters: Davis, CA USA

Europe: Nantes, France

Website:

www.themarketechgroup.com

Job description:

The Marketing Research Junior Consultant will collaborate in primary marketing research and assist working with clients to identify research solutions that meet their needs and business objectives.

Required education, experience, and skills:

Education

- Strong marketing and business emphasis with statistical knowledge
- Bachelor's degree in Psychology, Economics, Business Management, or other related field
- Biology training is a plus
- Second language in Mandarin is a plus

Experience

- Experience with survey questionnaire and discussion guide design is highly preferred
- Experience with data analysis and statistics is highly preferred
- Experience in HealthCare and/or hospital markets is preferred.
- Direct experience working in medical technology marketing is preferred
- Experience in project management: good customer skills and good management (on time, on budget)
- Ability to work as a team member on multiple projects with different team leaders

Skills

- Exceptional productivity and speed / efficiency without sacrificing accuracy and attention to details
- Exceptional ability to pay attention to details and find errors quickly
- Enormous appetite to learn
- Excellent verbal and written communication skills
- Excellent interview moderation skills
- Ability to collaborate and communicate effectively with internal team members
- Ability to interpret findings and synthesize into well-articulated client reports
- Ability to condense large amount of data into a succinct summary
- Must have advanced MS Word, Excel and PowerPoint skills

Compensation package:

- Salary level based on experience, education and expected contribution in the areas of research, data analysis, and consulting
- In addition to base salary, a profit-sharing and sales commission incentive package is included
- A generous employee medical, dental, vision and matching retirement plan is offered
- Must be available to work full-time at the company's headquarters in Davis, CA