

## **Marketing Research Junior Analyst**

**POSITION:** Marketing Research Junior Analyst

**JOB LOCATION:** Davis, CA (Sacramento Area) – office based

### **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 Analyst, you will be an integral member of a professional analytics team working alongside Quantitative Director and analysts, who provide all quantitative elements for 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 analytical mindset to provide in-depth statistical findings to support client projects, reports and internal stakeholders.

### **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](http://www.themarketechgroup.com)

### **Job Description and Duties :**

The Marketing Research Junior Analyst will collaborate in primary marketing research and assist clients to identify research solutions that meet their needs and business objectives. In addition to analyst duties, the person in this position will have a primary role in executing TMTG marketing needs. The general job duties include:

#### **Analyst Duties:**

- Basic survey programming, testing, and field monitoring
- Importing, cleaning, and labeling data following QA procedures
- Creating statistical analysis outputs in the forms of crosstabulations, tables, and graphs
- Drafting and revising quantitative reports for internal stakeholder review, and ultimately final client deliverables
- Simultaneously manage multiple projects with various stakeholders and timelines
- Additional duties will be required with guidance from project manager and Director of Quantitative Research

### Marketing Duties:

- Create, format, and design tidings, sale materials, and communications for client and customer consumption
- Assist IT staff with website maintenance
- Actively engage with Hubspot CRM platform, providing maintenance, troubleshooting, and reports for internal stakeholders

### Education Requirements:

- Bachelor's degree in Psychology, Economics, Statistics, Mathematics and/or Business Management required

### Experience

#### *Required*

- Minimum 6 months experience working with raw survey data exports
- Minimum 6 months experience working in statistical software conducting data analyses
- Minimum 6 months experience creating client-facing charts, tables, and data exports in Microsoft Excel or similar data visualization software

#### *Preferred*

- HTML programming experience and use of STATA statistical software
- General coursework or experience in marketing and/or CRM tools/ software
- Experience in healthcare and/or hospital markets is preferred.
- Direct experience working in medical technology marketing is preferred

### Preferred Skills:

- Exceptional productivity and efficiency without sacrificing accuracy
- Ability to QA data and use statistical reasoning to confirm data accuracy
- High attention to detail with the ability to find and correct errors quickly
- Willingness to learn and adapt to TMTG best practices
- Excellent verbal and written communication skills
- Ability to work as a team member on multiple projects with different team leaders
- 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, bonus 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