

Marketing Research Consultant

POSITION: Marketing Research Consultant

JOB LOCATION: Davis, CA (Sacramento Area)

SALARY: Base salary begins at \$70,000 + semi-annual bonus

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 Consultant, you will be an integral member of a professional consulting team conducting primary voice-of-customer (VOC) global marketing research studies. Apply your consultative, statistical, client relationship management, collaboration and leadership skills to manage objective-driven marketing research projects.

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 (USA) Davis, CA

Europe : Nantes, France

Website:

www.themarketechgroup.com

Job description:

The Marketing Research Consultant will conduct primary marketing research and work with clients to identify research solutions that meet their needs and business objectives.

Education Required

- BA in Economics or quantitative economics or,
- BA or BS in Economic psychology & Social Psychology or Cognitive Science, or
- BS in anthropology with emphasis in statistics
- BS in biomedical engineering with interest in marketing

Education offering a strong advantage for the job

- MBA or Masters in Business Health Administration with marketing research emphasis
- Biomedical engineering master degree with a strong interest in marketing
- Strong marketing and business emphasis with statistical knowledge
- Undergrad in biology and medical studies is a plus
- Second language in Spanish, German, French, or Mandarin is a plus

Experience

- Direct experience working in medical technology or healthcare marketing is highly preferred
- Direct or indirect experience with the hospital and provider markets
- Exposure to sales and customer relationship (medical device, healthcare IT) - you must be able to engage with clients (existing and new).
- Experience in project management: good customer skills and good management (on time, on budget)
 - Ability to conduct multiple projects with demanding timeframes
 - 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
- Enormous appetite to learn
- Excellent verbal and written communication skills:
 - Ability to interact with demanding managers of company clients and to prepare professional presentations
 - 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
- Experience with programming and statistical software (e.g., STATA, SPSS) is a plus

Compensation package:

- Salary level based on experience, education and expected contribution in the areas of research, data analysis, and consulting
- 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