

## **Research Analyst**

Conduct research to determine market characteristics, potential and sales performance. Assist the Marketing Coordinator in the collection and analysis of information to ascertain particular demand for identified product or service.

### **Essential Function**

Analyze corporate marketing performance;

Consult with Department Heads and recommend appropriate market research programs;

Analyze industrial trends and competitors by tracking new products and market development;

Continually review statistical records and analyses of market potential and penetration;

Create forecasts for new brands;

Establish marketing objectives, strategy, plans, budgets and policies for research areas.

### **Job Qualification**

Bachelor's degree holder of marketing, statistics, psychology or communication research;

Familiar with the internet industry and with at least one year experience in research analysis;

Has extensive knowledge of statistical tools for data interpretation able to develop corresponding objectives, capabilities and business goals;

Proficiency with PC and software including Word, Excel, PowerPoint and SPSS;

With excellent written, verbal, interpersonal, and analytical skills.