

<b>Department</b>	Marketing
<b>Position</b>	Market Research & Analytics Manager
<b>Reports to</b>	Vice President - Marketing
<b>Location</b>	Whitefield, Bangalore
<b>KEY RESPONSIBILITIES SHALL INCLUDE:</b>	
<ul style="list-style-type: none"> <li>• Build solid relationships and become a trusted advisor to therapeutic or category area leadership, guiding brand strategies and tactics based on superior, objective customer insights in the form of Project Reports, Whitepaper and PowerPoint presentation including but not limited to graphical representations.</li> <li>• Lead the Insight discovery process to uncover, define, and refine motivating insights across the customer base by creating, maintaining, and ensuring timely execution of the marketing research plans for the designated therapeutic area, driving alignment with brand strategy and adapting to evolving business needs.</li> <li>• Maintain organizational knowledge on all insights and performance data generated relative to the therapeutic area supported; including market and competitive trends, health care environmental influences and investment performance against various channels.</li> <li>• Possess a strong understanding of industry secondary data and syndicated sources and their strengths and weaknesses.</li> <li>• Ability to integrate and synthesize research insights with physician, patient, managed care, competitive and economic insights based on analytics generated by leveraging multiple data sources, including physician and patient level data. Effectively communicate results of complex analytical models and influence action to improve brand performance</li> <li>• Possess an expert understanding of custom research methodologies. Is highly proficient at supplier and stakeholder management, and leading custom research programs to deliver compelling learnings that guide strategic and tactical decisions.</li> <li>• Inform the brand planning process based on a deep understanding of the market, all stages of the patient journey, and stakeholder influences throughout the journey. Develop plans to prioritize and address insights gaps across stakeholders. Collaborate with and influence the brand team and agency to drive greater business outcomes.</li> <li>• Ensure all marketing research and analytics activities are conducted covering by market, therapeutic areas, products, regulatory landscape, Pricing and ease of doing business.</li> <li>• Possess a curiosity and openness to new insight methodologies and innovative analytics models that address critical issues and meet key business criteria (e.g. cost, risk, business impact) and key technical criteria (e.g. reliability, validity, and predictability).</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Minimum 3-5 Years in market research and data analysis</li> <li>• Having experience of working in reputed Pharma and Health Supplement Companies</li> </ul>
<b>QUALIFICATION</b>	<ul style="list-style-type: none"> <li>• Graduate in Pharmacy or Life Sciences</li> <li>• MBA is added advantage</li> </ul>

**KEY COMPETENCIES**

- Well versed with MS Office, PowerPoint and Data Analytics Tools.
- Excellent communication skill
- Analytical and multitasking skill