

Job Description

Position Title: Marketing Research Manager

Job Grade: 4

Reports To: Senior Vice President - Marketing

Location: SIFE World Headquarters—Springfield, MO, USA



Summary of Position

To research market information from various sources to identify qualified constituents, analyze the data and present the findings in a systematic, logical format.

Key Responsibilities

- Define World Headquarter donor market parameters, source and manage appropriate information
- Identify key market segments to target within overall donor market
- Provide regular analysis of organizational performance within overall prospect market as well as key target markets
- Identify key associations that provide access to specific market segments and maintain information on their membership and our representation within that membership
- Create specific lists as needed for marketing and sales activities, e.g. direct mail and for use by USA development and international staff
- Define USA academic market parameters, source and manage information
- Provide regular analysis of organizational performance within overall academic market as well as key target markets
- Create specific lists as needed for marketing and sales activities, e.g. direct mail and for use by USA program staff

Key Characteristics

- Ability to organize, manipulate and analyze large amounts of data
- Understanding (desire to learn) about the worldwide business market
- Understanding (desire to learn) about the U.S. academic market
- Able to multi-task in a fast paced environment
- Self starter with solid analytical and problem solving skills

Skill Set

- Strong communication skills and ability to synthesize and present data
- Excellent customer service skills
- Knowledgeable in Microsoft Office Products
- Ability to use Microsoft Excel as a data management tool through activities such as writing complex formulas, pivot table and v lookups is essential
- Working knowledge of Microsoft Access and ability to write date queries is required
- Experience with Sales Force system a plus

Education Requirements & Experience

- College degree preferred, but not required
- Must have at least one year analytical/research experience