

OVERVIEW

Blueocean is a next-generation services organization with a deep focus on market intelligence, data analytics, and social intelligence, all uniquely delivered under one roof by skilled professionals. By combining the talent, speed and cost benefit of a flat world, along with their scalable delivery model, we are able to achieve a more nuanced and comprehensive understanding of the market at the delivery speed and price advantage that today's business climate demands. More information can be found at www.blueoceanmi.com.

The Market Research Analyst will work within the client's Market Research Team to oversee activities, analysis, and reporting of consumer and market research projects. Research projects generally focus on market, consumer, shopper, and customer insights and trends for use in developing marketing strategies and product enhancements/offerings, brand differentiation, positioning, marketing messaging, advertising effectiveness, shopper and consumer satisfaction.

ROLES AND RESPONSIBILITIES

- Proactively identify business challenges/ opportunities and work closely with the Sr. Managers and Vice President to develop research objectives, select methodologies, plan research projects, write and program questionnaires, and complete analysis and reporting.
- Analyze, interpret and synthesize learnings from primary and secondary research sources, drawing conclusions that are actionable, impactful, and accessible for stakeholders.
- Provide day to day support, analysis and scheduling of reporting results from on-going tracking studies such as the brand tracking study and consumer satisfaction programs.
- Evaluate, analyze and provide summary reporting of external consumer, retailer, and industry landscape for use by the marketing and sales teams.
- Clearly express ideas, methodology, results and recommendations orally, in writing and through insightful reports and graphic illustrations to peers and management.
- Work with the Sr. Manager and Vice President to develop discussion guides and conduct focus group research with consumers to meet varying needs of the business units.

QUALIFICATIONS

- 3+ years of experience in marketing research working on the supplier or client side
- Bachelor's Degree required
- Understand a range of qualitative and quantitative research techniques available to address business needs.
- Strong project management, prioritization, and organizational skills
- Proven data gathering and analytical skills
- Strong interpersonal, written and verbal communication skills
- Proficiency in PowerPoint, Excel and Word

COMPENSATION

We offer a competitive compensation package, plus benefits and perquisites. BMI offers a benefits package, encompassing medical and dental benefits, professional development program and vacation.

We thank you for your interest; however, only candidates selected for interviews will be contacted for follow-up.