Market Research Analyst

Recognized for more than 25 years of growth in visual data mining technologies, Salient delivers a lightning-speed solution that empowers people and impacts business at all levels. As an industry leader, we attribute our success to our cutting-edge technology and to the contributions of our dedicated, forward thinking employees.

We offer a fast paced work environment. We focus on the professional development of all employees. As part of our generous compensation package, Salient offers paid time off between Christmas and New Years. We foster open communication and are committed to a team oriented environment.

We are seeking a Market Research Analyst to conduct research market conditions in specific areas, and analyze customer preferences to determine potential sales of a product or service. This is a full-time position that will be located in Horseheads, NY.

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skills and/or abilities required.

Education/Experience
- B.S. in related field, preferred

Primary Duties & Responsibilities:
- As requested by senior management, create research documents such as competitive analyses and market condition reports for commercial and healthcare verticals.
- Conduct presentations to provide feedback on questions and recommend next step actions.
- Design questionnaires and conduct surveys to ensure meaningful data is captured.
- Gather data (on potential client targets, competitors and conditions), conduct in-depth analyses and report on findings.
- Assist in the development of marketing plans.
- Prepare, maintain and present reports to department management.
- Advise on pricing and business development strategies.
- Conduct briefings with industry analysts (Gartner and independent analysts) to communicate Salient's latest capabilities and offerings.

Required Skills or Knowledge
- Strong critical thinking and analysis skills
- Excellent communication and interpersonal skills
- Self-motivated, data-driven and results-oriented.
- Strong critical thinking, analytical and problem solving skills.

Technical Skills
- Proficiency in Microsoft Word, Excel and PowerPoint
- Survey software
- SQL Databases and query languages
- Visual data mining analysis skill sets
- Industry knowledge in CPG or Healthcare verticals preferred
- Certifications in Market Research preferred (ex: PRC, CMRA, etc)

Measures of Performance
Quality and quantity of pieces produced per set timeframes. The associate must perform all of the duties and responsibilities listed at an acceptable level.

Salient Corporation is proud to be an Equal Opportunity Employer.