

Market Research Analyst

Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 14, 2024

Published : Aug 14, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :



PEERGROUP
Integrating Automation & Information™

Job Description

This opportunity is for someone who is naturally inquisitive and has a passion for conducting B2B market research and statistical analysis to uncover market trends, insights, and opportunities. They will understand PEER Group's strategic objectives and analyze market data to help improve sales and marketing initiatives while using key data to inform business decisions and drive high-performance business outcomes. They will excel at discovering added information sources, interpreting data, and presenting the findings in easy-to-understand and meaningful ways.

Key responsibilities

- Perform qualitative and quantitative research on customers, competitors, and the marketplace.
- Analyze data from numerous sources to identify market trends and customer needs.
- Bring customer insights to life through data and exceptional storytelling with impactful presentations that inspire and align stakeholders and leadership teams.
- Collaborate with internal stakeholders, and indirect channel partners, to assess and maximize strategically aligned market opportunities.
- Prepare and present findings from distinct types of reports across marketing and/or sales functions, including Brand Health, Competitive Analysis, Customer Churn, Target Segment, and general market trends reporting.
- Develop and maintain a customer knowledge base which outlines current product usage, technology platforms, financial analysis, and account opportunities.
- Evaluate market data using software and statistical techniques.
- Conduct in-depth market research and share insights with the sales team on a regular basis.
- Review and interpret data sets and organize them into spreadsheets, charts, and graphs.
- Assist in developing business models and forecasts for new opportunities.
- Prepare data findings and insights to be used in company-wide meetings, client meetings, etc.
- Support data-driven decisions and strategize on how best to allocate resources to improve marketing campaigns and sales initiatives based on trends and key market data.
- Stay up to date on market trends, customer and product research, and industry best practices.

Skills and experience

- Post-secondary education in marketing or business (Bachelor of Business, Commerce, Marketing etc.) with a focus on analytics – MBA is a bonus.
- 3 – 5 years of work experience in B2B market research and a demonstrated ability to learn new skills and technologies.
- Adept at performing statistical modelling and analysis of structured and unstructured datasets to develop metrics, reports, and visualizations of trends and patterns.
- Proficient search engine and web analytics skills.
- Advanced MS Office skills (Word, PowerPoint, Excel, OneNote) with a mastery of Excel's advanced functions.
- Experience querying databases with SQL and/or Power BI experience would be an asset.
- Demonstrated analytical, strategic, critical, and creative thinking skills.
- Superb ability to multitask while paying attention to detail.
- Excellent English written and verbal communication skills.
- Resourceful with the ability to work independently.
- Insatiable curiosity for digging into data and gaining market insights.
- Familiarity with accounting and corporate financial analysis.

We take your data privacy seriously! At PEER Group, we strive to provide a safe online experience for our visitors. For more information on how we collect, use, and protect your personal data, see our [privacy policy](#).

We are an equal opportunity employer. Employment decisions are made on the basis of ability, qualifications, and performance. We welcome inquiries from everyone and celebrate diversity in our workplace. We embrace our differences in age, ancestry, citizenship, ethnic origin, place of origin, creed, family status, marital status, disability, record of offences, sex, gender identity and expression, and sexual orientation. If you require accommodation in completing the application process please email recruiting@peergroup.com or call HR at 519 749 9554. If you are contacted regarding this position, please advise HR of accommodation measures you may require during our interview process. Of course, we will address these matters with respect and confidentiality.

No agencies please.

About the PEER Group Culture

As a group, we are focused on creating customer success while working in a supportive atmosphere filled with challenges, fun, and food. Being a part of the PEER Group community means that we:

- Enjoy coming to work each day – the people we work with, the work we do, and the flex hours.
- Love that we are encouraged to be curious, to learn, and to apply our knowledge and skills to solve hard problems and to contribute in meaningful ways, big or small.
- Genuinely care about each other and it shows by how we support each other in both the work we do and in how we hold space for and support each person in realizing their potential.
- Want every employee to succeed and are committed to providing opportunities to do so, along with providing regular and ongoing feedback, mentorship, training, and individual development plans.
- Focus on your long-term development, with more than 25% of current employees having continued their careers at PEER Group for 10 years (or more)!
- Are recognized as global experts in what we do, and constantly work to get even better.
- Value excellence, promote from within, and strive to not only do our best, but to be our best.
- Value giving back. We support our community through frequent fundraisers, with company charitable matching, and encourage our employees to give back where and as they are able.

About PEER Group

PEER Group is headquartered in Kitchener-Waterloo, Ontario, Canada, with offices in Dresden, Germany and Toronto, Ontario, Canada. A privately-held company, PEER Group currently employs approximately 250 people worldwide.

Smart Manufacturing starts with factory automation software

PEER Group® provides the largest portfolio of factory automation software products and services to high-volume manufacturers and equipment makers in the semiconductor, photovoltaics (PV), and electronics industries. We help lower the cost of automation for our customers by solving their most challenging equipment automation, data management, and process control problems.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
