



## **Career Development in Market Research**

*As market research involves multiple research disciplines and skills, positions in market research are varied. In general, given the proper competencies, achievements, and training, one can move up from an entry level position to the level of research director, who quite often is also an important member of the board of directors.*

*Being 'tech savvy' and having a good grasp of computer and information related technology will be a primary driver of career success in the future. Graduates who want to excel in market research will be familiar with web-based marketing techniques, demographics, and various applications of databases.*

### **Common Market Research Positions**

- research director
- project manager
- field work director
- statistician
- senior analyst
- analyst
- operations supervisor
- operations officer
- client services

### **Junior Positions in Market Research**

- Client Service/Account Executive

Very often, the Client Service/Account executive is a common entry position for market research. As Service/Account Executive moves up to supervisory/managerial levels, more attention will be focused on business development through nurturing relationship with existing clients, and soliciting new business opportunities. To excel in this capacity, the person should also be ambitious/result-oriented.

#### Common functions:

- Developing and maintaining satisfying long term relationship with clients
- Maintaining day-to-day communication with international clients
- Project management
- Providing bids/information as requested by clients

#### Common requirements:

- Exceptional analytical and problem solving abilities
- Effective oral and written communication and presentation skills
- Ability to work independently while meeting project deadlines and following corporate procedures
- Commitment to quality work and strong attention to detail
- Understanding of financial, demographic, production, and legislative factors which drive and restrain market growth
- Experience in conducting primary and secondary research
- Experience in working in specified industry

- Operations Officer

If you are not sales-oriented type of persons but still interested in market research, the operation teams may be the destination. The Operations team is mainly responsible for data collection, consolidation, validation and analysis. One of the entry positions is analyst or operations officer.

#### Common functions:

- Assisting coordination of activities involving data collection, data preparation and processing
- Preparation and submission of accurate reports under supervision
- Adhering to project specifications devised by client service team and providing feedback
- Conduct project de-briefing, mock interviews and piloting with interviewers
- Draw up and submit fieldwork closing report to line manager on project issues/problems
- Check and validate claim sheet for line manager's approval

- Ensure proper dissemination of information and implementation of company rules and regulations as well as policies and procedure
- Address professional development goals and needs of direct reports

Common requirements:

- Degree in Business Administration, Business Management, or equivalent
- 1 to 2 years working experience in research/data survey environment
- Good analytical and planning skills
- Good supervisory and communication skills