

VACANCY

Job title: Marketing Research Analyst

Location: Camberley or Southampton or Remote

We are Novacyt, a rapidly growing diagnostics group specialising in infectious diseases. We have a number of successful brands and serve a large global customer base, from hospitals to large corporates.

Primerdesign, part of the Novacyt Group, is a leading provider of RT PCR solutions. We have thousands of happy customers based across the globe and have a real ambition to drive our business forward and achieve even more. We have delivered exceptional products to combat formidable challenges. We developed the world's first swine flu detection kit, played an important part in uncovering the UK's horse meat scandal and are currently producing high-performing detection kits to support the fight against COVID-19.

We're now looking for a Marketing Research Analyst to join our team on a full-time basis working 37.5 hours per week.

Job Summary

Our growing company is looking for a Market Research Analyst to support the department in the collection and presentation of key strategic data sets to guide the senior management and executive teams to a better understanding of the impact of commercial decision making.

The Market Research Analyst will research, compile, and analyze information on products and market conditions to identify potential new markets, sales opportunities, and the most effective methods of marketing specified products. We are looking for a motivated individual who can multi-task and enjoys the assimilation of data, both quantitative and qualitative, and is confident enough to offer their recommendations based on their findings.

This is a full-time position, and you can choose to be based either at our Camberley or Southampton Office. We would also consider a home-based individual with occasional travel into our business sites as required.

Main duties and responsibilities

- Works under the direction of a marketing director to understand the marketing team's short term and long term goals and objectives
- Coordinate the delivery of market opportunity data sets to support upstream and downstream marketing activities
- Coordinate the collection, presentation and revision of competitive data, both from strategic and product perspective
- Present the collected data in a manner that is both understood and valuable to the key stakeholders looking to utilise it
- Support the marketing team in consideration and submission of long term strategic decision making
- Support the comprehension of the annual marketing plan
- Use metrics to help Novacyt understand its market footprint and product viability success, and where improvements can be made

- Collect data on consumers, competitors, identify market trends, pricing/business models, sales and methods of operation and consolidate information into actionable items, reports and presentations
- Understand business objectives and design surveys to discover prospective customers' preferences
- Perform valid and reliable market research SWOT analysis
- Interpret data, formulate reports and make recommendations
- Use online market research and catalogue findings to databases
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
- Remain fully informed on market trends, other parties researches and implement best practices

Qualifications and experience required

- It is essential to have worked in similar industry – pharma/medical devices/diagnostics
- BS degree in Statistics, Marketing or related field
- You will have demonstrable experience in methodically surveying customer preferences and statistical data in order to support the decision making process regarding product designs, prices and promotions
- In the last couple of career moves you will have experience of analyzing autonomous qualitative data, trends, strategies and competition that increases competitiveness
- Strong analytical and critical thinking
- High level of competency in Excel
- Proven track record of successful data mining
- Excellent communication skills
- Strong independent worker
- The ability to stay calm and focused under pressure and able to multitask with good organisational skills

The Benefits

- Competitive salary
- 25 days' annual leave
- Ability to buy and sell annual leave
- Cycle to work scheme
- Refer a friend scheme
- Life assurance
- Private medical insurance
- Group pension scheme

It's an exciting time to join our team as we are making huge leaps in the fight against COVID-19 and have recently been awarded a Breakthrough of the Year award at the European Mediscience Awards 2020. We are the best in the world at what we do. If you are looking to learn, grow and succeed as part of a passionate team who are eager to make a difference, we want to hear from you.

Hours of Work	37.5 hours per week
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For further information or to apply for this vacancy please e-mail recruitment@novacyt.com