

## Marketing Intelligence Analyst

### Description

**Who We Are:** Our mission is to secure world's transition to web3. Founded in 2019, Horizen Labs is dedicated to building a more secure and equitable digital world at the heart of the decentralization revolution. With a relentless focus on solving real-world challenges, our singular goal is to deliver meaningful and measurable impact in productivity, transparency, and revenue generation. At Horizen Labs, our people are our greatest asset, and we are creating a culture of empowered individuals who are eager to bring their ideas to life. We are looking for creative individuals to join our team of the best and brightest minds in the blockchain space. You will experience the exhilaration of joining a fast growing and innovation focused company. We believe diversity drives the innovation and engagement necessary to build a truly remarkable product. We operate on a hybrid model with a distributed global workforce who works in partnership with our satellite offices in New York City, NY and Milan, Italy. This allows us the flexibility to go to where the talent is. Are you ready to help us change the future with the next cutting edge blockchain technology? Join us! We are looking for a Marketing Intelligence Analyst with a strong interest in research, outreach, and presentation of data that helps uncover market opportunities by connecting the dots between customer needs and blockchain/web3/crypto-based technology. This resource will report to the Product Marketing Manager and will gather intelligence on potential customers, industries, and business lines the company seeks to pursue. Further activities include leveraging external platforms and existing relationships for market data and designing and executing focus groups and survey efforts. The candidate should have a strong comfort level in research and outreach, be a natural question-asker, and be able to succinctly and comprehensively provide data and feedback to the team at large. **Key Responsibilities:** Research: Conduct research to help guide the creation of buyer and user profiles. Understand and communicate market dynamics across various potential products and business lines. Conduct primary market research to assist in determining sizing and fit. Collate and present market data to help uncover opportunities and address business issues. Outreach: Assist in the design of outreach tools and survey methodology. Conduct bottom-up customer research through focus groups, surveys, industry events, and social media. Analyze and classify outreach and survey data. Building Internal Knowledge: Radiate intelligence to stakeholders across Product, Marketing, Strategy, Sales and Leadership. Update the team on competitive offerings, pricing and market positioning. Field internal inquiries on markets and competitors. Update internal platforms with research materials and results. **Desired Skills & Experiences:** Being an expert researcher and interviewer with the ability to distill information from multiple sources into clear, compelling and actionable information. Clear, articulate, thorough communicator comfortable interacting with executives and partners. Flexible team player with a startup mentality and a willingness to engage in tasks outside of their established skillset. Curious learner with an investigative mindset. **Qualifications:** Minimum 2-3 years of experience in market and business intelligence. Bachelor's Degree in Business, Marketing, Statistics, or equivalent work experience. Experience with working in emerging technologies. Excellent track record in analysis with meaningful contributions toward key company initiatives. Working knowledge of survey, outreach, and analysis platforms. An entrepreneurial spirit that is flexible, experimental, and resourceful. In compliance with New York City's Pay Transparency Act, the annual base salary range for this position should the applicant be based in NYC is USD 75,000.00 to USD 110,000.00. The range displayed reflects the minimum and maximum target for new hire salaries for the position should it be based in NYC. Our salary ranges are determined by numerous factors, including, but not limited to, role, level, experience, and location. Horizen

### Hiring organization

Horizen Labs

### Job Location

Remote – Global

### Base Salary

\$ 75000 - \$ 110000

### Date posted

May 13, 2024

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## **Contacts**

Job listing via [RemoteOK.com](https://remoteok.com)