

Marketing Intelligence Analyst

Description

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. Please mention the word ****SPLENDIDLY**** and tag `RMzQuODYuMTYyLjEzMw==` when applying to show you read the job post completely (`#RMzQuODYuMTYyLjEzMw==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com

Hiring organization

Horizen Labs

Job Location

New York City, New York, United States

Base Salary

\$ 75000 - \$ 110000

Date posted

May 14, 2024

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