

Market Research Manager

Marketing Department

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Qualifications:

- Bachelor's degree (or equivalent) required.
- Demonstrated experience performing business-related research and analysis on markets, industries, companies, and individuals.
- Strong written and verbal communication skills.
- Experience working with executives and professionals, particularly in a law firm or other professional services firm environment, highly desirable.
- Detail-oriented, meticulous, and organized work style, with the ability to multi-task and work effectively under pressure required.
- Proficiency in MS Office software (Word, Excel, PowerPoint) required, experience in Salesforce client relationship management software preferred.

Duties and Responsibilities:

- Manage and support the production of accurate research and analysis in support of pitches, RFPs, and a variety of other business development and strategic planning initiatives.
- Train and manage a direct report and oversee work product quality.
- Monitor Firm's key clients and industry sectors and related news sources to identify and communicate information about potential opportunities to relevant lawyers and marketing staff.
- Maintain a high level of understanding of the latest legal and business research methods and tools, including Westlaw, Lexis, Mergermarket, PitchBook, and CapitalIQ.
- Evaluate the effectiveness of existing tools and processes and make recommendations for improvement.
- Maintain accurate tracking and reporting of research requests for analysis.
- Maintain and update research project profiles and data on internal databases and other tools to ensure work product preservation and facilitate collaboration.

Reports to: Assistant Director of Market Research

Status: Exempt

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