



Market Intelligence Analyst

Reports To Vice President, Business and Product Development

FLSA Exempt - Full Time

City/State Nashville, TN

Description **GENERAL DESCRIPTION OF POSITION**

The Market Intelligence Analyst must have a passion for business intelligence – not just data, but taking that data and providing rapid decisional information to business unit leaders. In this role, you will be able – and called upon - to make a significant and visible impact on the company. This is not a role for someone who wants to operate within a set of defined tasks and stay under the radar. We will look to you to keep us from being data rich, but information poor.

This role requires an individual with an entrepreneurial mindset, and the vision and ability to build systems that provide needed market feedback to business unit leaders without manual processes and to consistently improve our data collection, storage, and reporting. In addition, this role will be tasked with leading planned projects that will break ground in healthcare research. Finally, while technical expertise is great (and necessary), it is this mindset that will make you successful in this role.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Identify every place that we do currently – or should be – asking customers important information such as their satisfaction with our services, how they heard of us, demographic information, web analytics, etc. These will include periodic satisfaction surveys, point of sale for online purchases, conference registrations, etc.
- Create standard and timely periodic reports on these data sources with key findings that influence our business process.
- Scale and automate reports in all areas possible so that the business unit leaders have information flowing to them consistently with minimal manual processes.
- Organize, consolidate, and mine our current data sources to identify market opportunities and to develop potential products, from simple white papers to potentially revenue-producing analytical services.
- Conduct market and industry surveys. The largest of these is a biennial industry survey for a sector of healthcare administration. We also conduct frequent satisfaction surveys and ad hoc surveys to track industry trends and potential market opportunities.
- Conduct ad hoc market research to support marketing, product and business development.
- While performing the duties of this job, employees are regularly required to sit, walk and stand, talk or hear, both in person and by telephone, use hands repetitively to handle or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds



Requirements

EDUCATION, SKILLS, AND EXPERIENCE

- Bachelor's degree or greater in business or quantitative field. Masters preferred
- 3-5 years' experience performing qualitative and quantitative business analysis and/or market research
- Extremely detail oriented and able to produce error-free work every time
- Sense of urgency – for many of our business intelligence needs, timeliness of information trumps depth of analysis
- Ability to scale informational / feedback loops, so that once built, they function with minimal intervention to provide needed information to business unit leaders
- Ability to present complicated material in a concise and compelling manner, and clearly articulate findings and statistical concepts to non-statistical people
- Superior statistical, analytical, and data mining skills
- Strategic thinker with strong sense of curiosity
- Ability to acquire, assess, and maintain data from internal and external data sources
- Excellent verbal, written, and interpersonal communication skills
- Ability to create ad-hoc reporting and analysis

SOFTWARE SKILLS REQUIRED

- Proficiency with Microsoft Word, Outlook, PowerPoint
- Advanced proficiency with Microsoft Excel
- Experience in database development (MySQL)
- Proficiency with an object-oriented programming language preferred

COMMUNICATION AND CRITICAL THINKING SKILLS

- Ability to read, analyze, and synthesize data, charts, business and marketing information.
- Ability to speak and present effectively before groups of employees.
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

EXPECTED TRAVEL

10%

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EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.