



Job Posting

JOB TITLE: Manager, Market Research Analysis
REPORTS TO: Senior Director, Market Research
DIRECT REPORTS: None
DEPARTMENT: Marketing/Strategic Partnerships
FLSA CLASSIFICATION: Exempt
REVISED: December 2018

POSITION SUMMARY: Through a passion for mining and applying data to business and marketing issues and opportunities, this position contributes to Country Music Association market research and analytics initiatives. These initiatives will support various stakeholder groups including organizational membership, staff, general industry, media and others in our mission to promote and grow the Country music genre.

JOB DUTIES

- Organize, consolidate and mine CMA's current subscription-based and syndicated market data tools to identify trends, market size growth metrics and other key strategic inputs.
- Develop and provide ongoing industry tracking deliverables that provide CMA members, staff and trade with economic and industry trends impacting the format including, but not limited to, music sales, media metrics and consumption patterns.
- Create compelling research deliverables including presentations, white papers, newsletter content and more.
- Support ad-hoc events and initiatives which require market and consumer data inputs and insights.
- Other departmental duties as needed.

KNOWLEDGE, EDUCATION AND EXPERIENCE REQUIRED:

- BA/BS in Business, Market Research, Marketing, Economics or related field required.
- 3+ years of work experience required in market research and analytics, marketing or related field. Media or music industry experience preferred.
- Experience using Microsoft Word, Excel, and PowerPoint as well as internet search tools required.
- SPSS or similar statistical package experience required.
- Knowledge of media and data tools such as Nielsen, MRI, Simmons, etc. preferred.
- Working knowledge of market research analytical methods and technologies required. Willingness and initiative to dive into data for business learning.
- Passion and creativity for data and the business stories that it can tell.
- Experience in survey design, programming and data reporting. Qualtrics preferred but other tools acceptable.

PHYSICAL DEMANDS/REQUIREMENTS:

- Typically sitting at a desk or table.
- Occasional lifting of light objects (less than 24 pounds)
- Work is typically performed in the office setting.
- Ability to work specific event hours on occasion.
- Frequent computer use

To apply, please submit your cover letter and resume to mhewett@cmaworld.com.

The Country Music Association is an Equal Opportunity Employer.