

## **SENIOR MARKET RESEARCH ANALYST**

JOB CODE: SMRA

### PURPOSE OF POSITION

The Senior Market Research Analyst (SMRA) is a professional staff member of Boston Biomedical Consultants, Inc. (BBC) who leads market research and consulting projects. In addition to holding all of the responsibilities of MRAs, SMRAs communicate directly with clients, are responsible for the supervision and development of MRAs, and ensure that projects are completed to the Consultants' specifications efficiently and on time.

A candidate can become a SMRA either through internal promotion or through external recruiting.

SMRAs who are promoted from within BBC must possess the following qualifications:

- At least one to two years experience at BBC
- Proven analytical and conceptual skills that have allowed the candidate to master his/her responsibilities as a BBC MRA
- Demonstrated leadership potential through project management, intern management, MRA mentoring, and general initiative
- Excellent verbal and written communication skills
- Complete understanding of BBC's computer systems and data management practices
- Full and consistent adherence to BBC protocols and SOPs.

SMRAs who are hired from outside BBC must possess the following qualifications:

- At least three years work experience, preferably in a consulting or diagnostic setting
- A B.S. or B.A. with academic excellence; MBA is a plus
- Proven analytical and conceptual skills that have enabled the candidate to excel in academics and prior work positions
- Demonstrated leadership potential through successful management of subordinates and/or through specific examples of initiative and leadership in a work or non-work setting
- Excellent verbal and written communication skills
- Literacy in PowerPoint, Excel, Word, and other computer software.

### General Responsibilities Include:

- All of the responsibilities of a MRA (see MRA job description)
- Project Management

SMRAs are responsible for designing work plans, assigning project tasks, collecting and analyzing relevant data, writing and preparing reports, and ensuring that projects meet the Consultants' standards within predetermined deadlines and budgets. SMRAs are

responsible for communicating project progress to team members as well as the consultants, the administrative staff, and in select cases, the client.

Aside from general project management, SMRAs play a crucial part in BBC's annual IVD market assessment ("Spring Cycle"). As a team, SMRAs ensure that the Spring Cycle progresses smoothly and efficiently. This is accomplished through thorough planning, MRA training, continuous progress monitoring, and consistent support for other BBC staff members. In short, SMRAs remove roadblocks to Spring Cycle progress and make sure that MRAs understand and efficiently complete their responsibilities.

- Client Relationship Management

SMRAs are primary contacts for BBC's retainer clients. SMRAs manage retainer charges and all client communication. They are responsible for understanding specific clients' businesses and interests. They actively notify clients of current competitive market developments through fax alerts and other correspondence.

While SMRAs do not have project sales quotas, they support the consultants' sales efforts by preparing proposals. SMRAs are strongly encouraged to generate and act on their own sales leads with both retainer clients and new clients.

- MRA Management

SMRAs are responsible for the supervision and development of MRAs. SMRAs train MRAs, build and evaluate their weekly work plans, ensure that they comply with BBC policies, assign tasks, conduct performance reviews, and in general, provide them with a means to build the skills necessary to become a SMRA. SMRAs are held accountable for the work of their MRAs. SMRAs must ensure that their MRAs meet or exceed position requirements and can achieve 70% billable goals. SMRAs communicate MRAs' successes, failures, concerns, and goals to senior staff members.

For immediate consideration, please  
FAX (781-890-6746),  
e-mail Linda Louis (llouis@bostonbiomed.com)  
or mail resume with cover letter to:  
Boston Biomedical Consultants, Inc.  
1000 Winter Street, Suite 1600  
Waltham, MA 02451  
stating your intentions/expectations and  
reference appropriate job code