

IRU is the global industry association for road transport, driving the sustainable mobility of people and goods across the planet.

**Our rapidly evolving and dynamic organisation in Geneva is looking for a full-time**

## **Market Research Analyst**

### **JOB SUMMARY:**

In the framework of a fast changing industry, the incumbent is in charge of market research and analysis as well as insights gathering and interpretation to support the business development of the services.

The incumbent liaises with Expansion, Innovation, Communication, Knowledge and Service Managers to ensure full understanding of the market landscape, including end user needs, competing services and environmental and regulatory constraints and opportunities.

### **RESPONSIBILITIES:**

- Collaborate with various teams to define market intelligence needs and translate them into actionable plans.
- Conceptualize and execute research studies to drive market and end-user based strategies and decision-making.
- Become the expert on information sources, enabling the collection of concrete data based evidences that allow sound decision making in terms of market and services positioning.
- Ensure ongoing market tracking: understanding of market size and share, growth rates, market and technology trends with related opportunities or risks.
- Lead the competitive intelligence by monitoring and analysing competing services (service offering, SWOT analysis, analysis of their strategic direction etc).
- Identify and promote possible collaborations with public or private partners leading to a better access and usage of market information.
- Initiate, champion and support development of new products, services, programs, communications and experiences with customer insights.
- Provide insights about potential new and emerging markets.
- Support the definition and update of the 5 years business plan.

### **QUALIFICATIONS:**

- Master degree in Business, Statistics, Finance, Marketing or Economics.
- A minimum of 6-7 years of experience in market research.
- Knowledge of the road transport industry is a strong plus.
- Strong analytic and critical thinking skills.
- Excellent communication and interpersonal abilities.
- Self-starter with strong entrepreneurial and business flair.
- Excellent Excel and PowerPoint knowledge.
- Excellent command of English. French is strongly appreciated, Russian could be a plus.