



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 Specialist

JOB SUMMARY:

In the framework of a fast changing industry, the incumbent will drive market intelligence and research, ensure relevant industry and market data gathering and support customer insights collection and interpretation to promote the development of IRU existing and new products or services.

The incumbent will act as a key partner to all relevant IRU departments, providing professional market information and facilitating the development of industry based business relations with key internal and external partners.

RESPONSIBILITIES:

Market intelligence and assessment of business potential:

- Ensure ongoing industry tracking, highlighting key relevant trends and related risks and opportunities for IRU's strategic development.
- Provide ongoing market intelligence that supports the interpretation of the business trends of IRU's services.
- Strengthen the link with the industry through a constant exchange with relevant stakeholders to ensure market proximity of IRU's value proposition.
- Support the assessment of the attractiveness of specific markets (sizing, dynamics, competition and business environment) to derive recommendations aiming at developing existing and new services.
- Execute or coordinate specific research assignments to match the needs of various departments.

Market data gathering:

- 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.
- Promote strong collaboration with internal or external partners leading to a better access and usage of market information (i.e. IRU Projects, Academia, Market Research institutes, etc.).
- Develop and maintain an internal cockpit based on primary and secondary data aiming at providing key market information to all relevant departments.
- Collect, examine and analyze statistical data to prepare and submit reports and graphic illustrations of findings and action plan recommendations.

Customer discovery:

- Support all aspects of marketing research projects including supporting the identification of objectives, designing methodology, creating questionnaires or polls, implementing and analysing research and reporting results.

- Support the development of existing and new services by facilitating the collection of customer insights.
- Collaborate with product management teams to establish and refine business cases that support the offering definition, revenue forecast, business case, and go-to-market value case.
- Act as a key support for the development of industry based business forums, gathering valuable insights from relevant partners and clients.

QUALIFICATIONS:

- Master degree in Business, Statistics, Finance, Marketing, Economics or related fields.
- A minimum of 6-7 years of experience in market research or strategic consulting.
- 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.