



What's it like being a: Business Research Analyst (Pharmaceutical Company)

What are the main responsibilities of your role?

- Support the development of integrated strategies and effective implementation of promotional programmes through liaison with marketing. Ensure activities are customer focused and are in line with business objectives.
- Develop and deliver effective market research plans
- Performance and Implementation monitoring, evaluation and metrics tracking
- Financial planning encompassing short-range (12 months) and long-range (5 years) forecasting and marketing modelling.
- Provision of Environmental and Business Analysis to guide informed decision making across Sales and Marketing.

What key skills are required in your role?

- Strong analytical and numerical competencies
- Effective project management skills
- Ability to foster collaborative, team working approach.
- Strong interpersonal, presentation and communication skills.
- Good knowledge and understanding of the company, competitors and the pharmaceutical sector/market.
- Ability to effectively interpret business environment analysis, product and market forecasting to derive business insight.
- Effective management of budgets and efficient processes
- Product and Market Forecasting Ability
- Market Research experience
- Strong Excel and Powerpoint skills

What is a typical day like in your job?

- Preparing market research briefs, analyzing a altering discussion guides/questionnaires
- Undertaking market research though liaising with research agencies
- Analyzing secondary data to provide valuable information on which business decisions are made
- Preparing in-depth analysis of potential business development opportunities, at country, regional and global levels

What are the most enjoyable/most challenging aspects of your role?

- Developing a deep understanding of the drivers and barriers impacting upon physician decision making

- Getting to the bottom of why customers behave in the way that they do

How did you get into Healthcare MR?

- Went through a specialist Pharma recruitment agency to get a job as a Medical Representative.
- Previous Pharma experience helped immensely, as well as having previously been on many field visits.
- After a period of 18 months as a medical representative, gained a promotion into the Business Research team.

What are the career/personal development opportunities available?

- Extensive training and coaching in both market research and forecasting
- High exposure to Marketing teams within the Company
- High exposure to Market Research agency directors
- Provides a solid foundation to move on into several functions within Healthcare (Marketing, Commercial Management, Sales Management, Healthcare Technology Appraisals, Finance)

What do you think is the most attractive thing to new comers about your job?

- The exposure to the underlying information that drives high-level business decision-making
- The perfect foundation to any career in Healthcare!