



Background

Map of Ag is a global pioneer in agricultural data analysis and modelling technology. We provide expert knowledge and insight to agriculture and food chain industries from our offices in the UK, Argentina and New Zealand.

Providing access to intelligently sourced data and information from farms, we enable businesses within the agriculture industry and food chain to maximise the impact of planning and decision-making.

Map of Ag enables you to generate insight and gain knowledge of industry trends by talking directly to farmers and, more specifically, to answer targeted questions which are relevant to your business.

Job Description

Title: Market Analyst

The Role: Providing intelligence and interpretation of market trends, from Map of Ag and other external data sources; supporting the sales and marketing team with regular insight from our own Market Information System, as well as undertaking analysis for market research for both quantitative and qualitative projects, at the same time as keeping a close eye to time lines and budgetary constraints.

Responsibilities: The role will be expected to provide strong local support for the relationship with our key research clients, in addition to, providing insight to support new business development for the client services team.

You will be expected to take overall responsibility for delivering market research insights, aligning internal resources as well as personally undertaking a great deal of the quantitative analysis and working closely with Fieldwork project managers to ensure quality.

Writing and interpreting client research briefs. Drafting market research proposals, including clearly defining objectives, discussing the most appropriate methodology and planning time and cost.

Drafting market research questionnaires, discussion-guides and building CATIs.

The Market Analyst role:

- Supporting the Client Services team with new insight every week
- Generating thought leadership in the business around emerging trends in agriculture.
- Working closely with colleagues to ensure the smooth and profitable delivery of market research projects and other intelligence to drive the business or the sales process.
- Interpreting research briefs and drafting market research proposals.
- Drafting questionnaires and discussion guides.
- Analysing quantitative and qualitative data.

Reporting to:	Head of Market Research
Reports:	Weekly meetings with Head of Market Research or more often as projects required.
Support:	Support will be provided by the Telephone Unit Manager and the Analytics team in Map of Ag.
Profile sought:	<p>The ideal candidate will have the following attributes:</p> <ul style="list-style-type: none">• Analytical and logical• Well organised (able to manage multiple projects)• Strong verbal and written communication (able to find the story) <p>The following are desirable attributes and experience (not essential):</p> <ul style="list-style-type: none">• Good working knowledge of agriculture• Track record in analysis techniques (SPSS / Python)• Experience in qualitative and quantitative research methodologies• Good first degree• Another languages(s)
Location:	<p>To be determined, Suffolk/Oxford.</p> <p>The role may involve travel throughout Argentina and other parts of Latin America, UK, NZ, Australia as required.</p>

Applications

Please email covering letter and CV to: recruitment@mapof.ag