



## Job Vacancy

### Role: Market Analyst

Location: Eastern Counties (Suffolk, Essex, Cambridgeshire)

Salary: £22,000 - £30,000 (depending on experience)

Hours: 40 hours per week

Map of Ag is an exciting technology company focused on data science and insights in the agriculture sector. From offices across the UK and New Zealand, we offer services to all levels of the agrifood supply chain, including suppliers, farms, agrifood processors, retailers and industry professionals.

Map of Ag are looking to recruit a new Market Analyst, based out of their Market Research office in Woodbridge, Suffolk. This office speaks to over 24,000 farms annually via their Research Centre and utilises this information to provide a range of insights to clients. The aim of this role is to support the client services team with market research projects, providing relevant insights using the information gathered, engaging the target audience using the insights generated (through presentation & newsletters) well as keeping internal colleagues up to date with the latest market insights.

### Job Role

The day to day activities for this role include:

- Overseeing overall market research insights, undertaking quantitative analysis of datasets and presenting regular reports and trends internally to help inform business strategy
- Interpreting client research requirements, in order to develop clear market research proposals to define objectives, methodologies, timelines and costs
- Ensuring client requirements are translated into specifications for the IT team to enable delivery of market research projects
- Support client relationships by providing analytical support as required, alongside interpretation where relevant, with support from domain experts internally
- Produce engaging content which can be shared externally on the latest market trends and insights generated

### Key Skills

The following skills would be required for this role

- Analytical experience, being capable of manipulating datasets to give relevant insights
- Organisational skills, being able to manage multiple projects at once
- Strong verbal and written communication skills, to explain the insights and engage the relevant audience
- Good attention to detail, minimising the chances of errors within datasets and reports
- Knowledge and experience within agriculture is desirable but not essential, as training will be provided
- A track record in analysis techniques (e.g. SPSS, Python) is desirable but not essential, as training will be provided

### Apply

For further information on the role please call Alastair Grizzell on 07990 978701. To apply please email your CV and a short covering letter to [info@mapof.ag](mailto:info@mapof.ag)

