

## **I. SUMMARY OF POSITION**

**Title:** Pharmaceutical/Healthcare Market Research Director

**Basic Function(s):** Responsible for supervising and executive qualitative and quantitative market research from the design phase to the delivery of reports and presentation.

## **II. DUTIES AND RESPONSIBILITIES**

Project execution/oversight:

- Provide internal and external consultancy to project teams and client throughout the life of the project.
- Manage overall project and project team to ensure client expectations and objectives are met.
- Provide guidance on project design and analysis and reporting to ensure client objectives are met in a creative and rigorous manner.
- Monitor and proactively manage project scope (timelines, deliverables, budget).
- Help to build/maintain long-lasting client relationships through successful completion of projects.

Additional responsibilities:

- Develop qualitative and quantitative proposals in response to RFPs.
- Support business development/sales activities as needed.
- Contribute to organizational initiatives.
- Mentor/train junior staff members.
- Some qualitative data collection.
- Support response to client RFPs through writing effective and winning proposals.
- Perform other duties as assigned.

## **III. SKILLS AND ABILITIES**

- Ability to supervise and execute all aspects of qualitative and quantitative research projects to achieve deliverables and project profitability.
- Knowledge of advanced quantitative market research methodologies and analytics strongly preferred.
- Adherence to organizational/quality standards.
- Attention to detail.
- Delegation/direction of tasks.
- Effective client management (internal and external).
- Ability to negotiate to reach mutually-acceptable solutions.
- Excellent communication skills, both written and verbal.
- Effective time management.
- Problem-solving abilities.
- Ability to train and mentor junior staff.
- Ability to work collaboratively with clients and staff in a courteous and professional manner to achieve project-related and organizational goals.
- Must be able to operate a vehicle and drive to client/(other office) locations as needed.
- The individual in this position must be able to constantly remain in a stationary position at a desk, while being able to constantly operate office machinery such as a computer, copy machine, etc.

## **IV. QUALIFICATIONS**

- Bachelor Degree required. MBA/M.S./PhD preferred.
- 7 Years + market research industry experience required; 10+ Years preferred; Notable experience in health care/pharmaceutical market research required.
- Significant experience with multivariate statistical analyses, SPSS and Excel preferred.
- Willingness and ability to travel out-of-state/out-of-country.

## **V: ABOUT THE COMPANY**

- BioVid Corporation ([www.biovid.com](http://www.biovid.com)) is a leading pharmaceutical and medical device global marketing research and strategy consulting firm based in Bristol, Pennsylvania.
- BioVid offers competitive salaries and generous benefits packages including paid holidays, sick and vacation days, medical and life insurance, and a 401 k plan.
- Do you have:

- ✓ A high tolerance for uncertainty? Because things change fast in this industry.
- ✓ Intellectual curiosity? Because you can never know enough.
- ✓ Esprit de corp? Because we work together, collaboration is not an empty statement.
- ✓ A sense of humor? Because we work in a high-pressure, high stress environment and we need to laugh!
- Do you:
  - ✓ Love what you do?
  - ✓ Enjoy working in teams?
  - ✓ Push your limits?
  - ✓ Focus on ethics and quality?

THEN WE WANT TO HEAR FROM YOU!