

United Kingdom Jobs Expertini®

Market Intelligence Lead

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Company: Synamedia

Location: United Kingdom

Category: computer-and-mathematical

Company Overview

At Synamedia, we have over 2,000 uniquely talented people working together across the globe to achieve our vision of transforming the way the world is entertained and informed. As the largest global provider of video solutions, you can be part of building and delivering the most complete, secure, and advanced end-to-end technology platform. Our solutions combined with our partnership with over 200 customers worldwide means we are touching the lives of millions of people everywhere. We think that is quite exciting!

When welcoming new people to our team we are always looking for opportunities to bring in new ideas, those who ask the challenging questions and have the curiosity to learn. These qualities are important to us as we innovate solutions, seize more opportunities to partner with our customers and make a difference as we collaborate to innovate the future of video.

Our values connect us. Our diversity gives us strength. Our curiosity inspires creativity. If that sounds like the place, you would like to be then we look forward to hearing more from you.

Role Description

As the Market Intelligence Lead, you'll be at the forefront of shaping strategic insights that empower decision-makers to navigate the dynamic landscape of the global video technology sector. We're seeking a dynamic professional with a proven track record in orchestrating cutting-edge research projects, harnessing analytics, and leveraging advanced modelling techniques. Your mission is to pinpoint lucrative and burgeoning markets, elevating

our approach to market and customer data analytics. Join us at the intersection of innovation and market intelligence, where your expertise will be the catalyst for informed and impactful decisions in our dynamic industry.

Responsibilities

Strategic Insight Delivery:

Provide strategic insights derived from comprehensive market research to inform stakeholders of the current market landscape.

Work with cross-functional teams to identify key business challenges and opportunities and present data-driven insights.

Research Project Management:

Lead and manage end-to-end research projects, ensuring the delivery of high-quality, timely, and actionable intelligence to support business objectives.

Utilise a variety of research methodologies to gather, analyse, and synthesise market trends, competitive landscapes, and customer behaviour.

Manage relationships with external analyst firms and consultancies.

Corporate Development and Customer Strategy:

Act as a key member of corporate development projects, working closely with the leadership team to support strategic initiatives.

Contribute to the development of customer strategy by providing insights into evolving customer needs and market dynamics.

Gather commercial insights to support the development of the company's commercial and pricing strategy as well as product go-to-market strategy.

Market and Customer Data Analytics:

Develop and maintain robust market and customer data analytics frameworks to extract meaningful insights, using data analytics and visualisation tools such as Alteryx, PowerBI.

Leverage statistical analysis and modelling techniques to identify growth opportunities and provide actionable recommendations.

Collaborate with pricing, sales, marketing, and product teams to align intelligence findings

with growth objectives.

Personal Attributes

Market Research Expertise: At least 5 years in research project management, preferably in media, with a focus on delivering actionable market insights.

Business & Technical Savvy: Strong in analytical problem-solving, leveraging business and technical skills for strategic decision-making.

Analytical Proficiency: Experienced in analytics and modelling for customer and market assessments.

Effective Communication: Excellent verbal and written communication abilities; adept at stakeholder engagement.

A Culture of Belonging

We want to let you know that Synamedia is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, engagement activities and services to support all our people.

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