
Director, Market Research and Intelligence

Posted by Gary Maggart - 2006/07/07 17:59

DIRECTOR, MARKET RESEARCH AND INTELLIGENCE

LifeWay Christian Resources, one of the world's largest publishers of Christian literature and provider of Christian resources, is seeking a Director of Market Research and Intelligence for the Marketing Department of the Church Resources Division. The person selected for this position will lead the 6 member team in developing strategies to expand the Division's knowledge base of the market place. This will include developing and maintaining the Division's research, business intelligence, and market intelligence methods; maintaining accurate and thorough knowledge of current market information; identification and prioritization of new market segments for research; and determining any knowledge gaps of market information. The Director will lead, guide, and supervise the market analysts with planning and conducting research and intelligence-gathering strategies, data mining/ analysis projects, and interpreting all primary and secondary research and denominational and church intelligence. The Director will collaborate with the Ministry Business Teams, Marketing Communications & Promotions Department, Business Development Department, Network Partnerships, and Publishing components to insure data is transformed into clear, concise and actionable information that can be understood and used by these functional areas. The Director must have a passion for conducting and using research in a way that will promote and transfer market intelligence into information that will impact and guide Divisional projects and products which lead to excellent customer satisfaction. The Director will have budget development and budget compliance responsibilities.

This Director's position will give an experienced marketing leader the opportunity to apply their professional education, experiences, and skills in a Christian organization. We invite you to join us in our mission of "....helping people and churches know Jesus Christ and seek His kingdom by providing Biblical solutions..."

WE NEED:

BS degree in applied statistics, marketing research, or similar area of studies

MBA is preferred

Active participation in an evangelical church

7 years experience in marketing strategy or planning, business analysis, market research and project management

Must have strong history, knowledge, and passion for statistics, market research, data mining, business intelligence, pattern recognition, and quality control

Strong employee management history

Experienced team player and communicator

Excellent interpersonal skills

Very high level of initiative and desire for meeting customer needs

Desire to work in a Christian environment

IN INTERESTED, please visit our website at www.lifeway.com/jobs

=====