



Job Description

Market Research Analyst

Location: Apollidon, LLC, Oldsmar, FL

FLSA Status: Exempt

Apollidon Learning™ is a global distance education services company which delivers the highest quality scientific education by marketing online programs of exceptional academic institutions. Apollidon has a strategic relationship with ADEC, the premier distance education consortium of public universities. Our employees are passionate about education and the students' lives that we touch, and are committed to our mission of transforming lives through the power of online education.

Market Research

The market research team is responsible for researching, analyzing, and evaluating the markets required to effectively advertise and market the online educational programs of Apollidon's university partners. Market research reports are a key client deliverable, and are the foundation for Apollidon's marketing activities.

Roles and Responsibilities

The Market Research Analyst is responsible for performing market research for prospective online education programs, identifying market opportunities, performing analysis about students enrolled in Apollidon programs, designing and conducting surveys, and publishing reports with findings.

- Perform research required to assess the viability of an educational course or program, focusing on competition, target market, and messaging
- Write market research reports
- Build effective end-user surveys, test, and adjust based on audience feedback
- In Google Analytics, understand, optimize, and expand our keyword list
- Research available marketing channels appropriate for the target market
- Provide input for weekly and monthly reporting and tracking
- Analyze and report program performance; provide results and recommendations for improvement and new program opportunities
- Analyze student demographics and sub-segments that can be developed within a program
- Leverage a "test, measure and refine" approach to constantly improve program results and increase the impact of online marketing on revenue and profitability.
- Study macro trends and suggest opportunities for universities based on the macro trend analysis.
- Provide support for other areas of marketing as needed.

Qualifications

Team Player: Success will depend on the ability of the candidate to work as a team with clients and with colleagues at Apollidon.

Creativity and Flexibility: You will need to be creative in your approach to the job, which includes learning and adjusting.

Self-Managed and Results Driven: Our employees are self-directed problem solvers focused on delivering results. They are self-motivated with a high level of initiative and a sense of urgency.

Integrity: Apollidon's success has been based on our integrity; it is essential that everyone representing the company works with the highest level of integrity in every activity.

Skills and experience required:

- BA/BS Degree required, MA/MS or MBA preferred
- Entry level through 3 years of experience
- Very strong written and verbal communication skills
- Experience with online databases and research techniques preferred
- Strong analytical skills with the ability to see the big picture through details
- Strong Microsoft Word, Excel, and PowerPoint user
- Passion for education
- Detail-oriented and highly organized with the ability to handle multiple tasks simultaneously and meet deadlines
- Passion, passion, passion for delivering results and driving internal and external customer success