

SPACE FLORIDA JOB DESCRIPTION

Job Title: Market Research Manager
Department: Business Development
Reports To: Senior Vice President, Business Development & Marketing
FLSA Status: Exempt

BASIC PURPOSE:

This job is responsible for leading research activities at Space Florida, and supporting project management of active investment opportunities.

ESSENTIAL ACCOUNTABILITIES or TASKS:

- Create market intelligence information on Space Florida's market verticals, including commercial space, aerospace/defense, unmanned systems, and certain aspects of aviation (e.g., MRO, training/simulation).
- Prepare actionable intelligence for Space Florida executive management and business development team.
- Develops and implements a systematic process for identifying new prospect companies (both domestic and international) and works pro-actively with business development team members to initiate contact.
- Develops and implements a systematic process to track major federal procurements (e.g., NASA, US Air Force) impacting Florida and identify opportunities where Space Florida's toolkit may be relevant.
- Collaborates with outside contractor (currently FSU-CEFA) on research for Space Florida's annual State of the Industry report and supports Marketing team in report production.
- Performs on-line research on prospect companies and their principals as part of Space Florida's due diligence process, utilizing both public and proprietary databases. Prepare summaries for presentation to Space Florida's business development team and executive management.
- Maintains expertise in IMPLAN economic impact modeling package and performs return on investment (ROI), cost-benefit, and economic impact analysis on specific projects, and across Space Florida's investment portfolio.
- Assists business development team with financial modeling of potential investment opportunities in Excel.
- Assists executive management in developing recommended performance metrics for the organization, to include benchmarking metrics employed by similar entities.
- Provide occasional support for marketing events.

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SUPERVISION:

This job does not have supervisory responsibilities

MINIMUM QUALIFICATIONS REQUIRED:

- Bachelor's degree in business, finance, economics, or related field
- Three years of experience in performing research on defined industry sectors and companies within those sectors.
- Knowledge in using public and proprietary databases for industry research (e.g., Bureau of Economic Analysis, Dun & Bradstreet, Hoovers, Lexis/Nexus).
- Proficiency with Microsoft Office applications, including intermediate level financial modeling skills in Excel.

Preferred Qualifications:

- Intermediate level competence with Salesforce CRM system
- Experience with IMPLAN economic impact modeling package
- Experience working in an economic development organization, and/or with an aerospace/defense contractor