

Job Opening for: Market Research Analyst

Job Duties: Wolff & Troy LLC dba Indie Wineries believes the future of the wine business is in being connected to all components of the wine world through a company with both roots in the market place as well as the vineyards. We are seeking a Market Research Analyst for our New York, NY office to work closely with the COO in conducting research regarding prevailing market trends and conditions in the wine industry.

Job duties and responsibilities include:

Collect data on client demographics, preferences, needs, and consumption habits to identify factors affecting product demand.

Assist the Director of Operations with the company's promotional efforts of featured wines and wine pairings.

Research, identify and evaluate potential new wines to be imported and distributed.

Monitor the effectiveness of marketing efforts, advertising and communications programs and strategies.

Assist Director of Operations to develop business promotions.

Research new market opportunities in the wine industry and provide written reports to Director of Operations.

This position does not directly supervise or manage any other employees.

Minimum Requirements: Bachelor's degree in Marketing, Advertising, Communications, Media or any related field of study, plus at least two (2) years of experience in the job offered or in any related position(s) involving retail food/beverage marketing and/or sales. Employer will accept a three- or four-year degree and will accept a foreign degree.

Qualified candidates must also have the following:

1. Demonstrated understanding and ability to collect usable data on demographics, preferences and consumption habits.
2. Demonstrated ability and experience analyzing data and consolidating results into usable reports.
3. Demonstrated understanding and proficiency with online marketing and social media promotions and product branding.
4. Experience coordinating incentive programs or other similar sales techniques.
5. Demonstrated experience working with food/beverage producers and distributors to coordinate marketing efforts.
6. Demonstrated working knowledge and proficiency with MS Office, including PowerPoint, Excel, and SharePoint.

Additional Information:

- **Job Site:** 25 Broadway, 9th Floor, New York, NY, 10004
- No Travel; no Telecommuting.
- **Mail Resumes To:** Wolff & Troy, LLC dba Indie Wineries ATTN: HR, 25 Broadway, 9th Floor, New York, NY, 10004
- No calls or emails. EOE.
- Must be legally authorized to work in the United States without sponsorship.