



Getting Ready to Hire an eLearning Product Market Analyst?

eLearning Product Market Analyst

An eLearning Product Market Analyst is a professional who is responsible for conducting market research and analyzing data to inform the development and marketing of online courses and educational materials.

Job Description

We are seeking a highly analytical and data-driven eLearning Product Market Analyst to join our team. As the eLearning Product Market Analyst, you will be responsible for conducting market research and analyzing data to inform the development and marketing of our online courses and educational materials.

The ideal candidate will have a strong background in market research, business analysis, or a related field and a proven track record of conducting research and analyzing data. You should have experience working with a variety of research methods and data analysis tools, and be comfortable working with cross-functional teams.

Responsibilities

- Conduct market research and analyze data to inform the development and marketing of eLearning courses and educational materials
- Collaborate with instructional designers, subject matter experts, and other team members to identify research questions and design studies
- Collect and analyze data using a variety of research methods and data analysis tools
- Use findings from research and data analysis to inform course development and marketing strategies
- Stay up-to-date with the latest trends and best practices in eLearning product development and marketing

Requirements

- Bachelor's or Master's degree in market research, business analysis, or a related field
- 3+ years of experience in research and data analysis
- Strong background in market research, business analysis, or a related field
- Proficiency with data analysis tools, such as SPSS or R
- Experience with a variety of research methods, including both qualitative and quantitative
- Excellent communication, problem-solving, and analytical skills