

# TCX Job Description: Manager, Market Research

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## Summary:

As a small company, Tiger Cool Express offers the candidate for the Manager of Market Research position the opportunity to develop and manage our B2B Market Research strategy. The primary function of this position is to drive Business Development through determining potential customers that fit our network, researching and reporting on market trends, researching new potential markets and or commodities to ship, and assisting with social media development.

The manager will determine the appropriate research methodology and prioritization, working with the Business Development team and reporting to the Director of Commercial Planning.

The position is located at company HQ in Kansas City area and allows for the possibility of a flexible work arrangement.

## Overview:

Tiger Cool Express is an intermodal transportation provider. The Commercial Planning Team encompasses *marketing services, market research, contract management, network planning, and Commercial IT* with the headquarters office. Proactive communication and understanding of all facets of the business is essential with the Business Development, Finance (Pricing), and Service Delivery teams to ensure thorough market research in a timely manner.

The successful Manager will continuously improve processes, as well as prioritize tasks and deadlines efficiently. To thrive in this role, the Manager will need to be proactive, extremely organized, and detail-oriented. This position requires the ability to adapt to constant change in a fast-paced environment and prioritize based on the needs of the Company as a whole.

## Job Duties:

### **Potential Customer Research**

- ✓ Develop appropriate Market Research methodology and supporting techniques to drive Business Development efforts in finding new business opportunities
- ✓ Develop and prioritize lead list for Sales using available tools
- ✓ Effectively produce customer dossiers for high potential accounts
- ✓ Communicate potential marketing strategy and develop actionable items for Business Development, ensuring the account is assigned and contacted by appropriate Business Development team member
- ✓ Measure the effectiveness of customer research, continuously looking for potential improvements

### **Potential Market Research**

- ✓ Research and develop strategies for Tiger Cool Express to enter new geographic markets, understanding operational capabilities, potential market volume, and pricing
- ✓ Identify and research potential commodities or goods that would fit Tiger Cool Express's primarily refrigerated transportation network
- ✓ Competitor research and understanding of how Tiger Cool Express's value proposition fits within the industry
- ✓ Measure the effectiveness of market research, continuously looking for potential improvements

### **Market Trends**

- ✓ Compile and analyze industry data using existing and developing new tools to communicate volume and pricing trends
- ✓ Forecast, suggest and implement target pricing, network planning, and marketing best practices based on analysis
- ✓ Report on market trends to Senior Management and/or Board of Directors
- ✓ Participate in industry conference calls, earnings reports, and related industry forums, educating TCX team members.

### **Social Media, Other**

- ✓ Become an integral part of the Social Media Committee, contributing through research, content development, and ideas in line with the Tiger Cool Express branding strategy
- ✓ Recommend technology updates to improve Business Development process

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### Skills and Experience:

- ✓ A Bachelor's Degree is required, preferably in Marketing, Economics, or Business with a focus on Market Research
- ✓ Communication skills and the drive to understand the big picture while maintaining attention to detail is paramount
- ✓ Critical thinking skills and the ability to quickly determine whether a topic warrants further research
- ✓ Strong prioritization and organization skills, analytical skills, and ability to complete deadline-driven tasks in a fast-paced environment are essential
- ✓ Effective oral, written, and interpersonal communication skills
- ✓ Microsoft product skills are necessary (Excel, Word, Sharepoint, Powerpoint)
- ✓ Knowledge of Avention software and CRM systems experience a plus
- ✓ Strong customer focus and desire to excel in a small, growing company environment
- ✓ Some transportation or refrigerated transportation experience is preferred: 1-2 years' experience in related Marketing role and/or familiarity with the freight transportation industry would be beneficial in this role
- ✓ Bi-lingual Spanish a plus