

# Global Market Research Analyst

**The ARRI Rental Group** a premier rental house for professional motion picture Camera and Lighting equipment is looking for a **Global Market Research Analyst** to work in our **Los Angeles, CA** office.

We seek someone who excels at *database management*, thrives in an environment of *details and multi-tasking* and thinks *analytically*. To flourish in this role you must possess *superior networking and relationship-building skills* as interaction with potential and existing clients is critical for success.

The right candidate will possess an understanding of Camera and Lighting Rental Equipment and/or Motion Picture and Television industry experience. This role requires a Bachelor's degree and a minimum of **5 years' experience** in database management (utilizing a CRM system) and analysis.

This role encompasses the below responsibilities:

- Manage and drive the collection of customer data using a customer relationship management (CRM) system in order to analyze client interaction and optimize engagement of products and services
- Perform extensive market research to evaluate market penetration and equipment utilization
- Identify new leads through studio contacts and industry associations, publications and resources
- Configure and generate reports relating to production opportunities, market share, equipment utilization, revenue projection and competitors
- Evaluate demographics, pricing and distribution channels
- Identify new market opportunities
- Convert complex data and findings into understandable tables, graphs, and written reports, and present recommendations to management.
- Develop sales strategies in conjunction with the marketing and sales department

As you can see from the above list it is critical that the **Global Market Research Analyst** has *superior organization & analytical skills*, is familiar with *statistical analysis and research methodologies*, and has an exceptional understanding of *customer acquisition, re-engagement and retention strategies*. You must have the ability to travel for this role both nationally and internationally.

If you are a confident and articulate communicator capable of inspiring collaboration with all and possess the qualities and skill set we demand, we would like to meet you.

We truly value our staff and offer the benefits to prove it, medical, dental and vision insurance, a 401k, vacation, sick and personal leave, etc.

If you are someone who possesses these skills and are up to the challenge, we are looking for you. Salary is dependent upon experience and skill set.

To be considered please fax your resume to 845-215-0170 or email to **arricareers@arri.com**.  
*We require that you include your salary requirements for this role along with your resume.*

ARRI Rental is an equal opportunity employer.



*Our products are Innovative, our customer service Legendary and our staff Dedicated.*