ABBOTT

Market Analyst

Background

- The Market Analyst will form part of our ‘Abbott Point of Care’ division.
- Reporting to the Regional Director for Abbott Point of Care
- We are looking at students currently completing their MBA or at final stages of Science/Health degree
- Unpaid
- 2-3 days per week
- Will work amongst the Marketing and Sales team within Abbott Point of Care – 12 people all up.
  Will also liaise with Marketing team in another division – Abbott Diagnostics (5 people within Marketing)

Duties

- Market Analysis Research for our Pathology and Point of Care products
- Calculate and determine available market for testing
- Create analytics and templates in Microsoft Excel that can be used on an ongoing basis
- Interviewing sales team and our on-site consultants to populate data

Skills/Must possess:

- Keen interest in understanding the technical market
- Attention to detail
- Strong Excel skills
- Collaborative approach and good communication skills as will be working amongst sales team
- Basic understanding of health technology