



JOB DESCRIPTION

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| Division: | Account Services |
| Department: | Account Planning |
| Job Title: | Research Specialist |
| Level: | Associate I |
| Position type: | Mid Level |
| Status: | Full-Time, exempt |
| Location: | |
| Post Date: | |
| Closing Date: | |
| Salary Ceiling: | \$68,000-\$82,000 |
| Job Description: | <ul style="list-style-type: none"> • Directs market research for clients including government and private sector. • Manages projects including market research, formative research, and materials testing from initial research methodology and design, through fieldwork to analysis and reporting of findings. • Supervises staff, coordinates research vendors, and makes tasks assignments • Ensures quality and value-based services, customer satisfaction, and timely delivery. • Tracks staff hours to meet project budgeting needs, and prepares project analysis and progress reports. • Position may require occasional domestic and international travel. • Participates in company-wide staff development, business development, and marketing activities. |
| Minimum Required Qualifications | <ul style="list-style-type: none"> • 7 years experience in primary research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing • Master's degree in statistics, mathematics, behavioral sciences, or related field • Must have experience working with outside research vendors • Strong communication and writing skills • Ability to work well with others in both research and non-research areas • Position requires some domestic and international travel • Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects |
| Desired Qualifications | <ul style="list-style-type: none"> • Experience with public opinion leaders, multicultural and age-specific audiences • Experience working in advertising, public relations, and social marketing preferred • Experience with ratings data and OMB clearance • Focus groups facilitation certification • Language skills a plus • Content knowledge in any of the following areas: health, environment, science and technology, humanities, socio anthropology, arts, and entertainment • Experience in business development and marketing |
| Skills Pre-requisite: | <ul style="list-style-type: none"> • Masters Degree and training or experience in survey sampling • Must have training in and in-depth knowledge of the statistical methods used in sample design and selection, data collection, data entry, analysis and report, good programming skills, and familiarity with statistical software • Knowledge of word processing, database, spreadsheets and project management software and general office communication equipment |