



## MDRG

MDRG designs and delivers custom market research solutions to inform business strategy. With practice area expertise in both quantitative and qualitative market research methodologies, we offer our clients the perfect methodology mix to solve their specific business issue at hand. MDRG's clients use these solutions to inform brand, advertising, customer experience, and product strategy. To that end we have developed a WHOLE MIND™ Approach to research where we look at both System 1 and System 2 decision-making processes so that we can deliver insights that mean something. Insights that reflect the customer's truth – their thoughts and feelings on both a conscious and non-conscious level.

A scrappy and growing boutique market research firm, we are looking for someone who is curious, loves the market research profession and wants to make an immediate impact. With a small and growing team comes tons of opportunity, and we are looking for someone ready to take advantage of that!

## Quantitative Market Research Analyst

### Job Description

- Design custom research solutions and corresponding survey instruments that will answer research questions and meet both the research and business objectives as defined at the proposal stage.
- Own client projects that involve varying degrees of data modeling and analysis; ex. Segmentation, discrete choice analysis
- Coordinate research projects, including managing schedules and following-up with vendors and clients.
- Synthesize and integrate large amounts of data into compelling, concise deliverables and actionable findings that meet the client's needs/expectations.
- Provide project support to a larger team in managing and delivering custom research projects.

### Skills & Requirements

- Proven consulting skills: conceptualizing, analyzing, deriving insights from data and designing and execution plan to derive results from insights
- Ability to manage multiple projects in a deadline-driven environment
- Experience working collaboratively with teams to develop strategies
- Proven track record of delivering high-quality results in a timely manner
- Strong presentation skills, particularly with clients present
- Excellent oral and written communication skills
- Advanced Excel and PowerPoint skills
- Experience with SPSS or SAS and a tab program

### Experience Required

- 2+ years in market research or related field
- 4-year degree in business, statistics, sociology, psychology, economics; master's degree a plus



## Application Information

If you feel that you are a good fit for this role, please send your resume and cover letter to: [info@mdrginc.com](mailto:info@mdrginc.com). This position requires you to live in the New Orleans area. We will not be able to pay for relocation expenses.

We look forward to receiving your application!