MDRG

Associate Market Research Analyst

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 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!

Job Description

• Support market research analysts with design and development of 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.
• Responsible for cleaning and coding data in order to support the analyst in their interpretation and data analysis
•Coordinate research projects and ensure analyst team is on track for delivery, including managing schedules and following-up with vendors and clients
•Assist in data visualization and interpretation of data for clients
•Serve as quality control and proofreader for reporting and client-facing documentation

Skills
•Strong desire to learn and make an immediate impact
• Ability to manage multiple tasks in a deadline-driven environment
• Ability to work collaboratively with teams
• Interest and experience in data visualization tools

Job Requirements
• Excellent oral and written communication skills
• Advanced Excel and PowerPoint skills
• Experience with SPSS or SAS and a tab program
• Bachelor's or Master's degree (preferred concentrations in statistics, psychology, economics, market research)