



Research Manager/Sr. Manager

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 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.

As 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

- Lead and manage team of analysts ensuring best in class storytelling and report delivery. Oversee employees end to end process for working with internal teams.
- Work cross-functionally with senior managers to promote collaboration and alignment to ensure delivery of projects on time and within budget
- Lead research strategy with clients partnering to collaborate and influence brand strategy and drive performance
- Serve as a subject-matter expert on clients' business with a focus on how previous research results should impact the direction of future research plans
- Independently 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 complex and difficult client projects that proactively identifies potential problems and determines the most efficient way to deliver on client asks.
- Collaborate with team of analysts to generate insights and an understanding of implications from complex research data to “tell the story” in a clear, compelling way
- Lead the creation and direction of story-based deliverables to clients
- Synthesize and integrate large amounts of data into compelling, concise deliverables and actionable findings that meet the client's needs/expectations. This role will serve as the primary director for the creation and execution of MDRG's story-based client deliverables
- Present research results to high-level clients clearly with a focus on implications for business decisions
- Support new business efforts as it relates to research design and proposal development

Skills & Requirements

- Proven consulting skills: conceptualizing, analyzing, deriving insights from data and designing and executing a plan to derive results from insights
- Proven ability to synthesize a clear, compelling story from data using both visuals and writing
- Big picture mindset, but also strong attention to detail when it comes to creating client deliverables
- 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 delegation skills, but also able to be hands-on when required
- Strong presentation skills, particularly with clients present
- Excellent oral and written communication skills with experience writing in a professional environment
- Advanced, expert level skills in excel and powerpoint
- Experience with SPSS or other analytics or crosstabulation software
- Remote work available but not preferred

Experience Required

- 7+ years in market research field



- Management experience preferred
- 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.
We look forward to receiving your application!