



## **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 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!

## **Qualitative Market Research Analyst**

### **Job Description**

- Lead research strategy and client relationships becoming a trusted partner that can partner with clients to collaborate and influence brand strategy and drive performance.
- Design custom research solutions and 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 phases and complexity.
- 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 and tell a story.
- Collaborate with quantitative team to deliver fully integrated custom research solutions.
- Accountable for maintenance of client files and security on a quarterly basis.

### **Skills & Requirements**

- Experience moderating focus groups, interviews, and online communities
- Proven consulting skills: conceptualizing, analyzing, deriving insights from data and designing and execution plan to derive results from insights
- Proven ability to pull insights from unstructured data and tell a cohesive story
- Excellent verbal and written communication skills
- 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
- Advanced PowerPoint skills



### **Experience Required**

- 1-2+ years in market research or related field
- 4-year degree in business, statistics, sociology, psychology, economics; master's degree a plus

## **MDRG Contact Information**

If you feel that you are a good fit for this position, please email your resume and cover letter to: [info@mdrginc.com](mailto:info@mdrginc.com).