



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 brand strategy 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!

Brand Strategist

Combining analytical and creative elements, MDRG's Brand Strategist will use specific data to devise short- or long-term strategies to position brands and build market share. The Brand Strategist will deliver ideas and concepts that set their client apart from competitors, creating a strong position for market growth and recognition across various media channels.

The ideal candidate should be open-minded and passionate about creating holistic brand experiences. Ultimately, the outstanding Brand Strategist should have rigorous research skills, an analytical mindset, and a knack for storytelling.

Job Description

- Design and conduct primary and secondary research on clients' current marketing strategies, customer profile, and market share to create competitive reviews and situational analyses to identify clients' strengths, weaknesses, and opportunities to improve brand positioning.
- Develop brand architecture, positioning and strategy documents backed by rigorous research.
- Follow and predict trends in order to develop strategies that succeed in a changing marketplace and anticipate shifting customer profiles.
- Staying up-to-date on consumer research and market trends for specific clients and industries.



- Write compelling brand stories that are easily translated to all aspects of clients' business.
- Lead co-creation, ideation, and brainstorming sessions with clients.
- Collaborate with quantitative team to deliver fully integrated custom research solutions.
- Support MDRG internal marketing efforts through strategic content development from inception to deliverable.

Skills & Requirements

- Experience moderating focus groups, interviews, and online communities
- Experience conducting secondary research for competitive reviews and landscape analyses
- Ability to interpret, synthesize, and integrate reporting from primary and secondary sources
- Proven consulting skills: conceptualizing, analyzing, and deriving insights from unstructured data, as well as designing and executing plans to make insights actionable
- Proven experience creating brand positioning strategies and collaborating with clients to define a brand
- Experience creating personas as a deliverable
- Experience using social media listening tools
- Excellent verbal and written communication skills.
- Ability to manage multiple projects in a deadline-driven environment
- Proven track record of delivering high-quality results in a timely manner
- Strong presentation skills, particularly with clients present
- Advanced PowerPoint skills

Experience Required

- 4-5+ years in agency strategy/account planning department or qualitative market research department
- 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.