



Client Insights Manager

An MDRG Insights Manager is one of the key positions responsible for the relationship between the research firm and the client. H/She is accountable for the leadership, expertise and day-to-day quality of all assigned research produced by the firm. In addition, this role drives organic business development by helping clients define their research plans based on their organizations' business strategy. This role ensures clients are maximizing the use of MDRG's capabilities while providing proactive, consistent account/client management, client profitability, and effective business management.

This new hire is located in our New Orleans office or would consider a remote hire.

Job Responsibilities

- Inspire team-wide accountability to ensure deliverables exceed client expectations; nurture cross-department collaboration; build relationships with clients; effectively set and manage client expectations; conduct one-on-one client calls to encourage success.
- Drive creative, long-term client solutions that add value and profitability; learn all aspects of clients' businesses to increase the reach and depth of MDRG's products and services; influence research agendas that drive client insights.
- Stay ahead of industry trends for assigned clients and use them to inform research applications. Use this information to help clients anticipate and plan for opportunities and threats that lie ahead.
- Ensures client relationships are profitable through project management and estimating activities.
- Project organic growth, develop and implement strategic plans to reach financial growth targets.

Qualifications

- Minimum 4 years' experience managing relationships in marketing or research capacity
- 8 years' experience in marketing or research-related roles
- Agency or similar experience preferred
- Excellent presentation skills with the ability to command the room and influence executives
- Ability to serve as the liaison between client and MDRG and effectively communicate research methodologies, design, and insights
- Strong experience analyzing data and translating numbers into concrete, consultative advice
- Experience using market research to inform branding, advertising, product or customer experience preferred.
- Advanced knowledge of PowerPoint
- Knowledge of Excel

Job Type: Full-time