



## **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!

## **Sr. Quantitative 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
- 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.
- Involve varying degrees of data modeling and analysis, ex. Segmentation, discrete choice analysis
- 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.
- Lead the creation and direction of story-based deliverables to clients
- Present research results to high-level clients clearly with a focus on implications for business decisions.
- Provide project support to a larger team in managing and delivering custom research projects.
- Accountable for maintenance of client files and security on a quarterly basis.

### **Skills & Requirements**

- Proven consulting skills: conceptualizing, analyzing, deriving insights from data and designing and execution 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
- Survey writing and design experience
- Able to independently conduct quantitative research projects from start to finish
- Attention to detail
- 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 SAS and a tab program
- Remote work available but not preferred

#### **Experience Required**

- 5+ years in consumer insights/market research 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).