

**Looking for: Experienced Market Research Analyst with 2-4 years of experience in a market research company.**

The Market Research Analyst will be a core member of the Research team at Lab42. This role reports to the VP of Research and works closely with the Sr. Market Research Analyst to ensure the successful and efficient completion of research projects. This role will work across a variety of different research studies and industries.

#### **SCOPE AND CORE RESPONSIBILITIES**

- Design and develop questionnaires and/or consult on survey drafts to ensure the necessary data is captured for the client
- Develop client ready data packages (including crosstabs, raw data files etc.)
- Program and manage studies to ensure quality data is obtained in a timely basis for our clients
- Perform data quality checks to ensure data collected is of high quality
- Help create customized reports for our clients based on study objectives
- Provide research insights as requested by clients and/or internal teams
- Be comfortable with client interactions and able to lead discovery discussions with clients to understand their goals and objectives

#### **EXPERIENCE AND SKILL SETS REQUIRED:**

- Two to four years of experience in market research or business intelligence, preferably with a market research company.
- Strong analytic and critical thinking skills
- Excellent understanding of market research tools, processes and methodologies as well as documentation and analysis processes & tools
- Strong Microsoft Office skills including Word, Excel, PowerPoint
- Ability to apply quantitative techniques to interpret data
- Outstanding written and verbal communication skills
- Excellent time management skills and the ability to work efficiently under tight deadlines
- Attention to detail with the ability to see how the details fit into a bigger picture
- Ability to work both independently as well as collaborate in a team-oriented environment
- A plus:
  - BA/BS in Marketing, Business Administration or Marketing Research
  - Experience with programming surveys using an online survey software, e.g., SurveyMonkey, SurveyGizmo, QuestionPro
  - Experience using SPSS and crosstabulation software
  - Experience with product testing, ad testing, concept testing studies

#### **ATTRIBUTES**

- Self-motivated, self-sufficient, determined
- You enjoy working with people and people enjoy working with you
- Articulate
- Flexible, coachable and open to feedback
- Deadline-obsessed, diligent, thorough, and never sloppy
- Organized, detail oriented, obsessed with efficiency

- Exceptional at multi-tasking

**More about us:**

Lab42 is an innovative market research company that fields online surveys via social networks. We work hard and we work fast to make our clients happy. We work with a number of and a variety of types of clients, and their needs are ever-evolving.