

POSITION DESCRIPTION

TITLE:	Senior Research Analyst
COMPANY:	Research & Marketing Strategies (RMS); RMS Analytics Division
REVISION DATE:	December 2018
REPORTS TO:	Manager of Research Analytics

SUMMARY OF PRIMARY RESPONSIBILITIES

Manages designated client accounts and provides analytical support on various market research projects. This involves designing market research methodologies best-suited for client projects, writing scripts, surveys, and guides to support research activities, client communications, reviewing and analyzing data to articulate in reports, and presenting information to clients in a consultative format. This person works as part of the RMS project team on assigned work and at times taking total responsibility for account relations with clients. The Senior Research Analyst will regularly interact and update clients through in-person meetings, phone calls, and emails during projects anticipating client questions and answering them. This person incorporates recommendations and next steps and final reports for clients. The Senior Research Analyst helps train Research Associates and Research Analysts.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Serves as a leader among the core project team, providing valuable input and insight on various client and company initiatives.
2. Conducts proactive research activities on current client projects using secondary data sources and relevant search engine tools and websites. This requires the ability to lead multiple market research projects simultaneously. Specific duties could include: conducting all client communications, running an effective project kickoff meeting, creating the survey script/guide, programming the script/guide into a survey program as needed, analyzing the data, creating a polished summary report, and delivering the results to the client via an in-person or digital meeting.
3. Works with the research team members to complete work for clients to meet aggressive deadlines.
4. Works with the Manager of Research Analytics and other team members to analyze and interpret primary data, identify key findings, and trends.
5. Assists in company-wide strategic planning and competitive positioning activities.
6. Assists in the feasibility analysis of new business opportunities for RMS. Provides support to the business development team by consulting with prospective clients to understand project objectives and corresponding research approaches. Also assists in the development of project proposals and cost sheets.
7. Proactively reviews marketing and market research industry activities, websites, and reports, staying abreast of new trends and competitive activities.
8. Assists in the writing of company blog articles.
9. Performs other duties as requested.

MINIMUM POSITION REQUIREMENTS

- Bachelor's Degree required, Master's Degree preferred.
- Minimum of five years' experience leading projects in a marketing consulting or market research capacity.
- Proficient oral and written communication skills expected. Strong attention to detail required.
- Excellent working knowledge of Microsoft Office (specifically advanced knowledge of Excel and Power Point) software.
- Working knowledge of survey programming software (such as Qualtrics, Remark, SNAP, Survey Monkey etc.).
- Ability to work independently and follow through on own initiative is essential. Time management and organizational skills are needed.
- Ability to manage multiple priorities, with frequent time constraints required.
- Excellent interpersonal skills and ability to work with diverse groups of people, required.
- Experience with mapping/GIS software and demographic data is preferred.
- Advanced statistical analysis experience is preferred.

PHYSICAL REQUIREMENTS

Ambulatory	15%
Sedentary	85%
Computer Work	75%
Travel	minimal

*This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Intentional or inadvertent disclosure of PHI or ePHI violates federal law and can result in termination and/or fines. Additionally, employees in this position are required to notify the Privacy and/or Security Officer of any suspected incidents whereby RMS is not in full compliance with HIPAA. RMS will provide HIPAA training opportunities and venues for the employee to remain abreast of HIPAA requirements.

To apply, please submit a resume, salary history and cover letter to the following:

Jennifer Rafferty

Research & Marketing Strategies, Inc.

15 East Genesee Street, Suite 210

Baldwinsville, New York 13027

Or via e-mail to: JenniferR@RMSresults.com