

POSITION DESCRIPTION

TITLE:	Full-Time Research Analyst
COMPANY:	Research & Marketing Strategies (RMS); Analytics Division
REVISION DATE:	May 14, 2021
REPORTS TO:	Manager of Research Analytics
LOCATION:	Baldwinsville, NY (With the option to work remote)

We're looking for an experienced market research analyst to join our team. We are an established market research firm that has a proven reputation for delivering excellent data analysis and interpretative results for our clients using both quantitative and qualitative modalities. The primary job responsibilities include designing, implementing, gathering, and analyzing results from proven research methods created to obtain credible data to help guide decision-making in a variety of industries. The work involves programming surveys in our SNAP® statistical software. Using known statistical techniques and tools to provide insights. Moreover, the research analyst needs to be an effective problem-solver identifying solutions to help build effective research studies and address potential issues. This position requires someone who can prepare research reports and presentations that present useful and actionable data and findings, incorporating graphical displays. The position works collaboratively with RMS staff across department teams.

Our clients and projects vary across industries. Typical research studies include online business or consumer surveys, in-depth interviews, telephone surveys, mystery shopping, focus groups, and feasibility analysis.

RMS is known for its strong positive work culture. The project work changes frequently and helps keep things fast-paced and interesting. Since COVID-19, several staff work fully remote. Others incorporate a hybrid style model with some in-office and remote work hours. If you are looking to join a company that focuses on delivering the highest quality data to its clients, we'd love to speak with you. Here is a summary of the key skills that we are looking for:

- **Analytical Skills** — Possess excellent data assessment skills, utilizing standard, advanced data analysis tools and techniques to conduct research.
- **Team Collaboration** — Works across department teams to support organizational activities and operations, demonstrating competency as a strong collaborator and coordinator.
- **Problem-solving Skills** — Demonstrate effective problem-solving, devising, and enacting solutions to ensure project results are delivered timely.
- **Communication Skills** — Effective oral and written communication skills, including making presentations to decision-makers.
- **Experience** — Excellent working knowledge of Microsoft Office (specifically advanced knowledge of Excel and PowerPoint) software. Working knowledge of survey analytics software such as Qualtrics, Remark, SNAP, SPSS, etc.

SUMMARY OF PRIMARY RESPONSIBILITIES

Provides analytical support on various client research projects assigned. This involves proposing and designing market research methodologies best-suited for a client's project(s), writing scripts, surveys, and interview guides to support research activities, client communications, reviewing and analyzing data to articulate in reports, and presenting information to clients in an informative and consultative format. This position works as part of the RMS project team on assigned work, taking total responsibility to ensure that primary and secondary research is completed on behalf of client projects. The Research Analyst will regularly interact and provide fieldwork updates, as available, through in-person meetings, phone calls, and emails throughout a project, anticipating client questions and answering them. This person works collaboratively with the other Analytics team members. The position requires preparation of research reports and presentations, incorporating key take-away findings, recommendations, and next steps.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Serves as analytical point person among the core project team, providing valuable input and insight on various client and company research initiatives.
2. Conducts proactive research activities on current client projects using secondary data sources and relevant search engine tools and websites.
3. Collaborates with multiple internal departments in the organization as appropriate in the overall management of client projects.
4. Works with the research team members to complete work for clients to meet aggressive deadlines. This requires the ability to participate in multiple market research projects simultaneously. Specific duties could include: conducting direct client communications, running an effective (agenda driven) project kickoff meeting, creating the survey script/guide, programming the script/guide into a survey program as needed, analyzing the data, creating a professional insightful summary report, and delivering the results to the client via an in-person or remote meeting.
5. Works with the Research Analytics team members to analyze and interpret primary data, identify key findings, and trends.
6. Assists in corporate-wide strategic planning and competitive positioning activities.
7. Assists in ongoing feasibility analysis of new business opportunities for RMS, providing findings.
8. Proactively reviews marketing and market research industry activities, websites, and reports, staying abreast of new trends and competitive activities. Provides the RMS leadership team with insights on research findings with recommendations.
9. Assists in the writing of company blog articles.
10. Performs other duties as requested.

MINIMUM POSITION REQUIREMENTS

- Bachelor's Degree required, Master's Degree preferred.
- Minimum of three years' experience leading projects in a market research capacity.
- Maintains a professional and collaborative and cooperative team approach throughout all aspects of work, focusing on the combined contributions.
- 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.).
- Demonstrated ability to conduct Internet research and interpret data into actionable findings.
- Ability to work independently and follow through on own initiative is essential. Time management and organizational skills are essential to the position.
- Ability to manage multiple priorities, with frequent time constraints required.
- Ability to work with other members of the RMS team to ensure efficient project management for broad spectrum projects.
- Excellent interpersonal skills and ability to work with diverse groups of people required.
- Experience with mapping 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