

POSITION DESCRIPTION

TITLE: Research Associate - Analytics

COMPANY: Research & Marketing Strategies (RMS); RMS Analytics Division

REVISION DATE: July 13, 2022

REPORTS TO: Manager of Research Analytics

SUMMARY OF PRIMARY RESPONSIBILITIES

The Research Associate plays an essential role supporting the Analytics Division research projects. This involves conducting secondary research (public and paid services) and supporting primary research data collection and administration. The Research Associate will interact with the clients as needed and addresses project needs in coordination with the department manager. They will also provide analytical support to the designated RMS team(s) on various marketing and marketing research projects, assisting in preparation of proposals, cost sheets, various fieldwork components, final reports and other project deliverables for clients. This position is eligible for a hybrid work model.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Assists with various assigned project tasks, paying particular attention to deliverables and specified timeframe deadlines.
2. Serves as part of the core project team, providing valuable input and insight on various client initiatives and RMS initiatives.
3. Assists in the programming of surveys in statistical software, script writing and other project fieldwork components.
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 the preparation of client reports and following a general report format.
6. Conducts research activities on current client projects using secondary data sources, using relevant search engine tools and websites.
7. Proactively reviews marketing and market research industry activities, websites, and reports, staying abreast of new trends and competitive activities.
8. Assists the Business Development team in proposal writing and cost sheet development for potential Research Analytics projects.
9. Assists in the writing of company blog articles.
10. Review and analyze existing client service satisfaction survey results.
11. Performs other duties as requested.

MIMIMUM POSITION REQUIREMENTS

- Bachelor’s degree in business administration or marketing (or related field).
- Effective oral and written communication skills.
- Excellent working knowledge of Microsoft Office (Word, Excel, Power Point and Publisher) software.
- Ability to work independently and follow through on own initiative is essential.
- Ability to manage multiple priorities, with frequent time constraints required.
- Excellent interpersonal skills and ability to work with diverse groups of people, required.

PHYSICAL REQUIREMENTS

Ambulatory	15%
Sedentary	85%
Computer Work	75%
Travel	minimal at this time

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.