Research & Marketing Strategies
15 E. Genesee St., Suite 210
Baldwinsville, New York 13027
P 315.635.9802
F 315.720.1159
RMSresults.com

TITLE: Market Research Analyst

REPORTS TO: Director of Research Analytics

STATUS: Full-Time

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

LOCATION: 15 East Genesee St., Baldwinsville, NY 13027

SALARY RANGE: $50,000 - $60,000

DATE: January 2023

JOIN THE TEAM!

RMS is looking for a Research Analyst to join our team. If you desire to work for a company that is collaborative, purpose driven, and takes pride in our culture, we'd love to speak with you. We focus on delivering the highest quality research and data to our clients, while also investing in our company's culture to provide an authentic, healthy, and enriching environment. This position works as part of the RMS Analytics project team. The Research Analyst works collaboratively with the other analytic team members using quantitative, qualitative, and mixed methods to design and interpret data for clients in the healthcare, energy, and educator sectors. The position requires preparation of research reports and presentations, recommendations, and next steps. RMS offers a full benefits package and a flexible work schedule.

DUTIES AND RESPONSIBILITIES

The primary job responsibilities include:

- Designing, implementing, gathering, and analyzing results from complex datasets.
- Using proven research methods to obtain credible findings to guide decision-making in a variety of industries (primarily healthcare, energy and education).
- Programming complex surveys and understanding advance logic and routing patterns.
- Preparing research reports and presentations that present actionable data and findings, incorporating graphical displays.
- Proposing and designing market research methodologies best suited for a client's project(s).
- Writing scripts, surveys, and interview guides to support research activities.
- Complying with RMS standards for data quality.

- Managing multiple projects and deadlines in a fast-paced industry.
- Leading client kick-off meetings, designing workplans, and maintain internal workplans and project documentation.

RMS serves a wide variety of clients. We often rely on our expertise in market research methods to serve clients in various sectors. Most of our clients are in the healthcare, energy, and education industries. However, we've worked with financial institutions, amusement parks, professional sports teams, and non-profits. Some of the types of research you'll be assigned to are related to employee satisfaction, consumer behaviors, feasibility studies, and customized research for our clients. You'll design and analyze primary research like surveys (on-line and phone), in-depth interviews, intercepts and focus groups. You may also use mystery shopping techniques and analyze secondary data (census, demographic, industry benchmarks, etc.). You will also present and discuss the findings with clients, sharing your gained expertise and helping clients make better decisions.

Here is a summary of the key skills that we are looking for:

- <u>Analytical</u> – possess excellent data analysis skills, utilizing standard, advanced data analysis tools and techniques to conduct research.
- <u>Collaborative</u> – works across department teams to support organizational activities and operations, demonstrating competency as a strong collaborator and coordinator.
- <u>Creativity</u> – Thinking outside the box to deliver actionable findings to clients and understanding how to dive into data to find trends and themes.
- <u>Storytelling</u> – Effective oral and written communication skills, including making presentations to decision-makers. Turning data into compelling narratives that tell the real story driving behaviors, actions, and decisions.

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 are expected. Strong attention to detail is required.

- Excellent working knowledge of Microsoft Office (specifically advanced knowledge of Excel, PowerPoint, and Word) software.

- Working knowledge of survey programming software.

- 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 complex projects and prioritize tasks to meet deadlines.

- 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.

- 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 requirements and cover letter to the following:
Karina Tennant
Research & Marketing Strategies, Inc.
15 East Genesee Street, Suite 210
Baldwinsville, New York 13027
Or via e-mail to: Info@RMSresults.com