

POSITION DESCRIPTION

TITLE:	Research Manager – Research Analytics Department
COMPANY:	Research & Marketing Strategies (RMS); RMS Analytics Division
REVISION DATE:	September 2025
REPORTS TO:	President, Research & Marketing Strategies
LOCATION:	15 E. Genesee St. Baldwinsville, New York
SALARY:	\$80,000.00
STATUS:	Full-Time position

POSITION OVERVIEW:

Our growing, full-service market research firm is looking for a motivated team member with strong knowledge of both qualitative and quantitative research methodologies to manage its research analytics department. This individual will need to have exceptional analytical, critical-thinking, and problem-solving skills with a proven track record for multiple project management and organizational skills. The research manager is responsible for leading all research initiatives assigned to the research analytics department covering the planning, execution, and analysis of research projects, ultimately translating findings into strategic recommendations that support business growth and decision-making.

SUMMARY OF PRIMARY RESPONSIBILITIES

Coordinates and assists with the research services associated with given project work. This includes establishing and monitoring individual project work plans; coaching analytics staff on research activities; interacting with clients and ensuring timely delivery of quality research results (deliverables). Ensures that all project work plans are meeting deadline timetable targets. Works as part of the RMS overall research project team on assigned client work. Regularly interacts with clients to keep them informed of project status and supervises the work product of research analysts, associates, and assistants. Represents the Analytics Division on internal management teams. Works with the business development team to help define modality/approach and price proposals as needed. Supervises the production of final reports for research clients.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Manages and leads market research initiatives that provide actionable insights into market trends, customer behavior, competitive dynamics and emerging opportunities.
2. Coordinates the various research project activities through a centralized workplan, keeping the RMS leadership team informed of project status and necessary issues.
3. Works with research staff (analysts; associates; and assistants) to design and oversee qualitative and quantitative research studies, including surveys, focus groups, interviews and secondary research initiatives.
4. Oversees preparation of all department deliverables including scripts, sample, top-line banner runs, summary reports, and comprehensive recommendations.
5. Leads the data collection and analysis process, gathering market intelligence, manipulating data sets using statistical tools and software to identify data-driven insights.
6. Creates clear, visually compelling summaries, presentations, and reports for clients to develop subsequent actionable strategies.

7. Assists the company's business development team to provide input on market research trends, emerging research methodologies, pricing and timeframe.
8. Serves as part of the core project research team, providing valuable input and insight on various client initiatives and RMS initiatives. This involves developing the most appropriate research approach, activities and deliverables necessary to exceed client expectations.
9. Establishes and monitors internal production work plans ensuring that projects are delivered on time, within scope, and with high quality standards. Stays abreast of general prospecting activities tied to RMS operational activities.
10. Works with the senior leadership team to address corporate goals, assess capacity, and align research activities with organizational goals.
11. Conducts other duties as may be required

MINIMUM POSITION QUALIFICATION REQUIREMENTS

- Bachelor's degree in business administration, marketing, statistics. Master's degree preferred.
- Minimum of five years' experience in market research or consumer insights. At least 2 years management experience preferred.
- Strong knowledge of both qualitative and quantitative research methodologies.
- Proficiency with research and data analysis tools (e.g. Excel, PowerBI, SPSS, Qualtrics, Tableau, Voxco, SNAP).
- Excellent oral and written communication skills with demonstrated presentation abilities.
- Excellent working knowledge of Microsoft Office (Excel, Power Point and Word) software.
- Exceptional analytical, critical thinking, and problem-solving skills.
- Ability to manage multiple priorities, with frequent time constraints required – strong project management and organizational skills.
- Excellent interpersonal skills and ability to work with diverse groups of people is required.

PHYSICAL REQUIREMENTS

Ambulatory	15%
Sedentary	85%
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.