

Position: Market Research Manager

Reports to: Senior Researchers

Supports all aspects of project work and the team involved with each project



June 13, 2010

We are:

The BRS Group, founded in 1979 and based in Northern California, specializes in custom research projects for high profile clients. We design and conduct both qualitative and quantitative research locally as well as internationally. We are looking for a Research Manager to help implement, manage and/or support all sizes of research projects in areas that include new product/concept development, brand positioning, and customer satisfaction.

You are:

- Sharp, Proactive, Responsible, Innovative, Detail-Oriented.
- A self-starter and know how to take initiative with little and/or no guidance.
- *Ambitious and looking for a proper platform to gain valuable marketing research experience.*
- BUT, you're not just starting out either. You have at least 2 years of Market Research experience already and know all the basic practices of the industry and their requirements.
- You retain information VERY well and have strong multi-tasking skills with the ability to change priorities at moment's notice – all without losing your calm or your drive.
- You take direction well and pride yourself on being helpful to others,
- BUT, you also understand what it means to manage-up, get things done and have excellent project management skills.
- You will work with our senior researchers on a broad range of research tasks.

Job Description:

Two primary functions:

- Manage or assist in specific aspects during the full lifecycle of projects
- Act as support of staff and Partners for miscellaneous projects and administration

The perfect fit for this role will be someone with superb organizational skills and a technical aptitude. Experience with online discussion groups, blogs, social networking sites, and familiarity with the digital world are all important assets. This position offers an excellent opportunity to grow and assume greater responsibility in an entrepreneurial setting where initiative is rewarded. Competitive salary and excellent benefits.

Duties & Responsibilities:

(candidate will be expected to have some experience in each category)

Must be able to manage or assist during lifecycle of a project:

- 1.) PROJECT DESIGN:
 - Implement projects, including obtaining bids, working with suppliers and managing fieldwork including costing.
 - Support writing of proposals/RFPs.
 - Complete desk research for specific projects.
 - Review and format screeners
 - Support questionnaires creation to meet study objectives.
 - Set up and test online surveys.
 - Identify vendors and appropriate venues for larger projects.
 - Book travel arrangements accordingly including air, hotel, car, etc.
- 2.) EXECUTION:
 - Have experience in or a desire to learn moderation and interviewing.
 - Create any supporting material needed for groups such as worksheets, handouts, card decks, visuals, visual boards, placemats, etc.

- Manage freelance Graphic Artist, Videographers or other vendors (hours/deliverables), as needed.
 - Video/Audio and IT assistance.
 - Recording, clipping, converting, formatting video/audio clips.
- 3.) ANALYSIS:
- Learn to prepare reports that summarize findings, including charts to illustrate data.
 - Work with large data sets.
 - Organize and detect relevant patterns, formulate appropriate storylines and visually illustrate relevant ideas.
- 4.) DELIVERABLE:
- Work with partners/research staff closely on deliverables and deadlines.
 - Transfer data from various forms (flip charts, white board, audio recording, DVDs) into text files. Manage transcription service for large projects.
 - Be responsible for the look and accuracy of paper and electronic documents (mostly Word and PowerPoint) that leave the company. We are a Mac shop.
 - Format and edit documents. Along with partner/researcher, take responsibility for document proofing and quality control.
 - Fully utilize templates (reports and proposals) for efficiency, consistent with high quality. Store frequently used and helpful forms and documents such as templates, schedules, and tracking information.
 - Sustain a visual brand identity across our products.
 - Be a sounding board for Senior Researchers and assist in creating reports and be in attendance at client presentations.
- 5.) FOLLOW-UP:
- Be able to represent the BRS Group professionally and appropriately.
 - Have strong follow-up and follow-through skills.
 - Provide feedback, if requested, to Partners.
 - Video organization/storage.
 - File final reports, etc. in the appropriate archives.

Will act as support in some cases for miscellaneous projects and administration:

- Provide support on finding images from stock source. Extensive image searching for reports.
- Boards collages, Kinko's, project production support.
- Print, bind and distribute reports, major proposals, etc.
- Learn, maintain and promote the use of our internal databases. Update accordingly.
- Coordinate with Researchers on projects including any miscellaneous request. This may include any of the following: Research costs on venues for groups (local and not local); researching costs on translating needs, audio/visual needs for groups.
- General Office duties – Coordinating conference calls, burn CDs, copy DVDs, transfer tapes to DVDs; create custom printable CD/DVD labels scan both color and B&W documents; PDF documents; format images and documents according to their purpose and image quality needs; Compress files.

Qualifications:

- Bachelors' degree in psychology, sociology, anthropology, business, economics, marketing, or statistics with strong emphasis on research methodology.
- 2-4 years marketing research experience, as a Market Research Assistant or higher.
- Experience in a range of product categories including technology, consumer electronics, and packaged goods a plus.
- Basic understanding of research methodologies and data analysis.
- Able to manage the design and analysis of multiple research projects simultaneously.
- Must love numbers and be able to use charts to make data tell a story.
- Strong project management skills required.

Must have excellent knowledge of:

- PowerPoint, Excel, Word, and some Multi-Media background are a MUST.

- Computer skills for both Mac and PC platforms and interface.
- Video/Computer formats and compatibility.
- Multi-media equipment set up and use a plus.
- Knowledge of various forms of Social media outlets and sources including Facebook, Twitter, RSS Feeds, Blogs and LinkedIn.

Additionally, candidate must have:

- Exceptional organizational skills.
- Must collaborate well with others.
- Must demonstrate initiative and work well independently.
- Must have outstanding multi-tasking skills.
- Strong communication skills, oral and written.
- An ability to work with many personalities and communication styles.
- Attention to detail is critical.
- A creative, problem solving approach to your work.
- A strong desire for intellectual stimulation in the workplace.
- An interest in innovative efforts and the ability to think strategically and tactically to bring concepts to reality.
- Exceptional digital online and Internet skills, backed up by a thorough proficiency in the usual software packages. Graphic design skills are also an advantage.
- The ability to think on one's feet.
- Excellent analytical skills; experience with SPSS or other analytical software is a plus.
- Familiarity with secondary database/sources, especially economic, demographic and industry.
- Familiarity with conducting online surveys - training and experience in survey research design, methodology and analysis.
- Some experience in moderating/conducting focus groups and one-one-one interviews or other qualitative research techniques, e.g., ethnography.
- Have experience in managing suppliers, writing questionnaires, survey design, data charting and creating PowerPoint reports