

# POPULUS

**Title: Marketing Research Analyst**

## **Position Responsibilities**

- Work with a team to execute marketing research projects
- Develop and program questionnaires, using the measurement techniques that will best achieve the research objectives
- Develop data analysis plans, including appropriate multivariate techniques that maximize strategic insight
- Analyze data and develop clear, concise, and insightful reports of research findings
- Help develop web-based tools to enhance company's service offerings
- Work in a dynamic environment under aggressive timelines

## **Desired Knowledge / Skills / Abilities**

- Proficiency in using Excel, programming in Visual Basic, and managing an SQL database
- Experience in using SPSS, SAS, or other statistical analysis packages
- Passion to produce accurate and thorough reports
- Excellent interpersonal skills to interact positively with team-members, clients, and vendors
- Ability to produce results under pressure
- Initiative to identify and correct inefficiencies and errors with little or no supervision
- Ability to communicate effectively; orally and in writing
- Desire to accept responsibility and act independently
- Ability to contribute to a group effort and be an effective member of a high-performing team
- Willingness to work outside prescribed responsibilities if needed

## **Education / Experience**

- Bachelor's degree or equivalent experience in marketing, statistics, accounting, computer science or mathematics-related fields
- At least 1 year experience in a data analysis, database management, or marketing research environment

Compensation is negotiable depending upon qualifications and ability to contribute to the organization's goals. Compensation includes salary, IRA, health insurance, cafeteria plan, and a range of other benefits. POPULUS is an Equal Opportunity Employer.

Please send resume to [hr@populus.com](mailto:hr@populus.com), Subject: Marketing Research Analyst. No calls please.