



## MDRG

MDRG designs and delivers custom market research solutions to inform business strategy. With practice area expertise in both quantitative and qualitative market research methodologies, we offer our clients the perfect methodology mix to solve their specific business issue at hand. MDRG's clients use these solutions to inform brand, advertising, customer experience, and product strategy. To that end we have developed a WHOLE MIND™ Approach to research where we look at both System 1 and System 2 decision-making processes so that we can deliver insights that mean something. Insights that reflect the customer's truth – their thoughts and feelings on both a conscious and non-conscious level.

A growing boutique market research firm, we are looking for someone who is curious, loves the market research profession and wants to make an immediate impact. With a small and growing team comes tons of opportunity, and we are looking for someone ready to take advantage of that!

## Qualitative Research Manager

### Job Description

- Lead research strategy and methods, including development of new methodologies, approaches, and products for the qualitative practice
- Develop client relationships and act as a trusted partner that can collaborate with clients to influence brand strategy and drive performance
- Design and execute custom research solutions and instruments that will answer research questions and meet both the research and business objectives as defined at the proposal stage
- Oversee client projects that involve varying degrees of phases and complexity
- Act as moderator and interviewer for complex qualitative research studies
- Coordinate both qualitative and hybrid qual-quant research projects, including managing schedules and following-up with vendors and clients
- Synthesize and integrate large amounts of data into compelling, concise deliverables and actionable findings that meet the client's needs/expectations
- Lead and manage qualitative analysts identifying areas of growth and opportunity and ensuring timely and quality work output.
- Lead enhancement and refinement of deliverables
- Oversee project work of qualitative analysts to ensure outputs are insights driven and up to MDRG standards
- Accountable for maintenance of client files and security on a quarterly basis

### Skills & Requirements

- Proven consulting skills: conceptualizing, analyzing, and deriving insights from data and designing and executing plans to generate insights-driven results
- Ability to manage multiple projects in a deadline-driven environment
- Experience working collaboratively with teams and overseeing the work of others



- Proven track record of delivering high-quality results in a timely manner
- Experience moderating interviews and focus groups in a market research setting
- Strong presentation skills, particularly with clients present
- Excellent oral and written communication skills
- Advanced PowerPoint skills

**Experience Required**

- 6+ years in market research or related field
- 4-year degree in business, statistics, sociology, psychology, economics; master's degree a plus

## **MDRG Contact Information**

If you feel that you are a good fit for this position, please email your resume and cover letter to: [info@mdrginc.com](mailto:info@mdrginc.com).