



Market Research Analyst

ABOUT US:

MacKenzie Corporation is a Market Research and Data Analytics firm helping clients understand and communicate with their customers. We assist with Customer Satisfaction Programs, Customer and Market Analysis, Direct Communication Campaigns, Rebate & Incentive Programs, and more. Located in Irvine, we have been a family owned and operated business for 30 years.

AVAILABLE POSITION:

Market Research Analyst

We are looking for someone to spearhead research projects – someone who can handle a project from start to finish, to be the big picture thinker (Strategy), the hamster in the middle (questionnaire design, sample selection, fielding) and the brain on the backend (analyze the results).

So, are you up for the task??? Then let's keep talking....

RESPONSIBILITIES:

- Work with clients to understand their business issues.
- Assist clients with research strategy development and make recommendations on the best approach to help answer their business questions.
- Questionnaire development.
- Make recommendations for sample selection and fielding options.
- Analyze data collected, using traditional and advanced methods where appropriate, and report findings and actionable insights via PowerPoint or Data Visualization tools.
- Utilize text analysis software to analyze open-ended responses.
- Use statistical techniques to evaluate, quantify, and prioritize marketing issues, problems, and opportunities.
- Synthesize information, identifying key findings and associated implications for strategy.
- Stay current and informed on new trends market research / customer satisfaction measurements.
- Create standard and ad hoc client reports.

From project ideation to completion, we want an all-star project lead to uphold our MacKenzie standards throughout the entire client experience. This position requires a combination of individual skill sets, as well as the willingness to organize team efforts.



We leverage our expertise in data analytics to discover meaningful solutions to our clients' business challenges. After we've discovered a viable solution, our challenge is to find unique, creative ways to communicate those findings to relevant stakeholders. Furthermore, our deliverables must be palatable for the average businessperson.

QUALIFICATIONS:

Resourceful, self directed, and personally accountable to delivering quality results.

- 5+ years experience in market research, marketing analysis with demonstrated superior analytical, qualitative, and logical problem-solving skills required.
 - o Thorough understanding of market research concepts
 - o Strong Excel, SPSS 17 or above, text analysis software and relational database skills
 - o Data manipulation, preparation and presentation skills
 - o Experienced in using PowerPoint or other data visualization tools to create executive summaries of survey results
 - o Familiarity with customer segmentation concepts
 - o Demonstrated high level understanding of statistics
- Bachelor's degree preferred, Master's degree a plus
- Independent worker with a sense of urgency
- Desire to work in a small team/organized environment
- Excellent written and verbal communications skills
- Highly motivated self-starter who needs little or no supervision
- Ability to interact directly with business users to gather requirements and address their issues
- Ability to make effective and persuasive presentations to top management and/or clients.

Be formally educated, be technically experienced, be independently motivated.... We are on a roll here, so we expect this new-hire to hit the ground running.

AN IDEAL CANDIDATE SHOULD BE:

- Big picture thinker who can translate abstract business issues into actionable strategies
- Innately curious
- Intimately familiar with best practices and innovative approaches for research options
- Have the ability to turn data into insight, and to think creatively
- Passionate about producing high-quality deliverables
- Detail-oriented and results driven
- Extremely eager to take responsibility and to deliver results

We are looking for someone to join our team, not just fill an office.

We are putting forth conscious efforts to build and grow our company culture. We encourage teamwork, we reward performance, we promote a healthy work-life balance, we hold our fellow team members accountable, we celebrate group successes and individual achievements, and we are passionate about everything we do.

Still interested?

Nice!

Please submit your resume and salary requirements to krucker@mackenziecorp.com