



**drive**research

# Research Manager

## Job Description

2023



**Better data.  
Better decisions.  
Better strategy.**





## Job Summary

The Research Manager will play a crucial role in the growth of our market research firm. This position manages all his/her market research projects awarded to Drive Research, both qualitative and quantitative. The role ensures our research clients are highly satisfied, adhering to deadlines, and the research remains on budget. While the Research Manager plays a vital role in research project management, the position will also leverage supporting staff from the team and other resources to help execute studies. Developing strong personal and mentoring relationships with clients, direct staff, and indirect staff is essential.



## Job Responsibilities

- Responsible for total research management, end-to-end research for all projects.
- Plays a lead role in transition projects from business development to kickoff.
- Attends all kickoffs and debriefs, be a trusted resource for all clients.
- Ensures all projects adhere to client deadlines to help prioritize workload.
- Designs research, moderates/manages fieldwork, and writes impactful reports.
- Works as a trusted consultant with the client to act with the results.
- Acts as the final say on deliverables to the client, always adding value to evolve.
- Working with/potentially managing Research Analysts, Research Assistants, etc.
- Acts as a trusted resource for all staff in research design and execution.
- Relays and pass down knowledge and training to the team on all tasks.
- Encourages staff to present new methodologies and tools during workloads.
- Plays a critical role in direct staff yearly evaluations and bonus assessments.
- Understanding workload to seek help as needed (support, sub-contractors, etc.)
- Suggests new contractor and vendor partnerships to help manage growth.
- Aids business development on calls and meetings for key growth prospects.
- Plays a secondary role with Drive Research marketing activities (SEO, SEM, etc.)



### Minimum Qualifications

- 5-10+ years working in market research.
- 5+ years working in a client-facing, project management/staff management role.
- Preference for those with a quantitative background and experience with custom/build-from-scratch surveys based on client objectives.
- Bachelor's degree.



### Necessary Skills

- Highly motivated self-starter fueled with a start-up mentality.
- Detail-oriented and someone who strives for perfection.
- Time management skills using lists to prioritize and tackle multiple priorities.
- Analysis skills with a curiosity to dig deeper into results to provide insights.
- Good communicator using confidence and knowledge while being flexible.
- Client-first mentality centering decisions around the best interest of our clients.
- Appreciates autonomy in his/her work and takes ownership of projects.
- Passion for market research and someone who loves the process and the work.



### Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer full remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. Success is based on what you do, not where you do it. Before and after COVID, employees were and will be encouraged to work at the office. We entice our employees to get together in person with on-site happy hours, Nintendo, ping pong, and a slew of snacks at the office. Each employee develops their own mix of in-office work versus remote work with some working fully remote in other states.
- **Extensive paid holidays:** Drive Research is closed on the following holidays (many of which your friends will be jealous of): New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day and Black Friday, and Christmas Day (December).
- **No policy for vacation or time off:** You take the time you need when you need it. We are flexible with your schedule, and we expect you to take full ownership of your work and your deadlines. It's a true give-and-take employee-to-company relationship, and we all put a lot of trust in each other to step up when needed and kick up and relax to take that time back when you can.
- **Competitive salary, bonus, and benefits.** In addition to your salary, you will receive a bonus at year-end based on your attainment of business development goals, company success, and your productivity. A quarterly commission program is also available for your role in sales calls and business development. Drive Research offers healthcare benefits with a contribution to your plan through our PEO. A Simple IRA plan is offered after 1-year of employment with a 3% company match. We also provide paid dental and life insurance plans.
- **Equipment and swag:** Our team members are equipped with a Dell Latitude laptop with a wireless keyboard and mouse and a work backpack. It's all part of the killer welcome package you receive during your onboarding and training.



# Keynote Clients



We work with the best clients at our market research company. *No really, we do.* The portfolio of clients for Drive Research includes companies and organizations across the country, and throughout the world. Our market research company has fueled better customer experiences for some of the most renowned and prominent organizations. The custom-built market research at Drive Research has educated our clients to help them better profile customers, understand buyer motivations, determine drivers to loyalty, and improve their marketing campaigns' ROI.



# Our 4 Core Values



## Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turnaround time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



## Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



## Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



## Drive

After all, it is our name. Drive Research is more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.