



**drive**research

# Sr. Research Analyst

## Job Description

2024



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





## Summary

An opening for a key player on our team in a growing market research company. You'll have ownership of creating surveys and guides for projects, consulting with your clients, managing fieldwork, analyzing and reporting on data, and making recommendations for brands to take action with the results. There will be many client-facing opportunities in this role to make an impact.



## About Drive Research

Our market research company treats every client project as more than a job. We bring a level of importance to our client's projects that we would bring to our own business. It is what makes us stand apart.

We do things differently than most market research companies. We take pride in helping businesses and making our clients more successful by extracting insights from the data we collect to accelerate business strategy.

We live and breathe the simple strategy of listening to customers wherever possible, and we think all of our clients should, too. We believe in centering our business around client projects by using the data to guide decisions. Nothing is more genuine, actionable, aligned, or beneficial. We love numbers, too. And coffee.



## Position Requirements

- 4 year B.A. or B.S. degree
- Knowledge of Microsoft Office - PowerPoint, Excel, and Word
- Based in the U.S.
- Preferred: 5+ years of market research client and project management experience



## Desired Skills

- Passionate about helping others
- Responsive
- Motivated by opportunities
- Coachable
- Committed to growth and learning
- Organized
- Takes ownership of work
- Analytical
- Problem-solving



### Job Duties

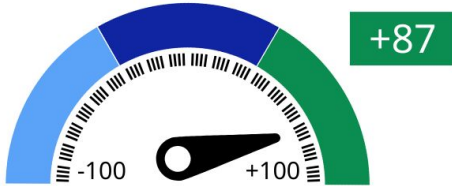
- Work directly with the Director of Research and other research team members
- Manages interns and indirectly advises less experienced research team members
- Acts as the critical point of contact for all client projects they work on
- Becomes a trusted and expert go-to source for all client-related research questions
- Takes the lead on drafting research instruments for the team and client review
- Programs surveys using best practices and attention to logic, pathing, etc.
- Facilitates interviews for client projects, potentially focus groups
- Manages current vendors and brings new vendor relationships to the company
- Reviews survey cases for quality, manages quotas, and updates client worksheets
- Takes a lead role in bringing new analytical best practices to the team and clients
- Takes the lead for all analysis and report production for their projects
- Prepares client-ready reports with limited updates from the supervisor or team
- Reviews reports from other project team members for both accuracy and content
- Manages projects according to budgets laid out in project cost sheets
- Discusses ideas to grow Drive Research presence and project inquiries
- Suggests ideas to the business development team for new industries or clients
- Writes blogs and content for the Drive Research website
- Other duties as requested (or inspired by your interests)



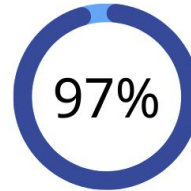
## Overview of Client Satisfaction Ratings



### 2023 Net Promoter Score



Note: +32 is the average global benchmark



*of clients agree Drive Research was **better compared to other market research firms** or consultants they have worked with in the past*

### Areas of Satisfaction (Means)



Note: Based on a 1-5 rating scale

[See Our Google Ratings Page](#)

## This is Why We Do What We Do

“  
I have been a research professional for over 40 years. Drive Research is the most responsive, customer-centric company I have ever dealt with. I recommend them to any company needing marketing research services.”

“  
Each time I've worked with Drive Research, they were timely in their work and thorough in their communication. I learned something new about how our target audience views us and they gave me the data I need to support making changes to our model. Highly Recommended!”

“  
Drive Research was incredibly easy to work with, understood our needs, communicated clearly and promptly. I can tell they all care about what they do, and they've got talented folks on board who do a job well done.”

[Read More Client Testimonials](#)



### Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. Most staff works remotely from home in 2024 and this position would offer full remote flexibility as part of the position.
- **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 yearly bonus based on your attainment of business development goals, company success, and 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. A 401k plan is offered after 1-year of employment with a 4% 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 work backpack. It's all part of the killer welcome package you receive during your onboarding and training.

# 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.





## Contact us



6702 Buckley Rd Ste 110B  
Syracuse, NY 13212



[info@DriveResearch.com](mailto:info@DriveResearch.com)



[DriveResearch.com](http://DriveResearch.com)



888-725-DATA