



driveresearch

Research Analyst

Job Description

January 2021



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



Summary

Want to work for a growing market research company in Central New York? We need your help. We're looking for a Research Analyst to join the Drive Research team to become a key player on our team.

You'll be working directly with our team and our clients managing priority tasks for Drive Research. You'll have your hands in everything, growing your professional skills and working as an "intrapreneur" to grow our company together.

Minimum Position Requirements

- 2 to 5 years of market research experience.
- Bachelor degree with focus in business administration, marketing, statistics, communications or a related field to market research.
- Knowledge of Microsoft Office: PowerPoint, Excel, and Word.
- Project management, client-facing experience preferred

Job Duties

- Work directly with the Research Director and Research Analysts on all projects.
- Communicate with clients on a daily basis via email, phone, and in-person.
- Manage all aspects of the project including leading meetings. Manage day-to-day activities including agendas, project workplans, survey design, programming, survey testing, qualitative research preparation and management, fieldwork quality checks, analysis, coding, and reporting.
- Help construct market research proposals and cost sheets for upcoming projects. The review involves understanding client needs, objectives and transforming insight into appropriate methodologies, approaches, and outcomes.
- Brainstorm, draft, and post articles to the Drive Research blog regularly.
- Help manage Drive Research respondent panel and rewards for participation.
- Other duties as requested (or inspired by your interests).



What Skills Does a Successful Research Analyst Possess?

- **Highly motivated self-starter.** We are looking for an intrapreneur who shares an entrepreneurial spirit to make an impact at our company and in the community. We want a team member who is fueled by the start-up mentality.
- **Detail-oriented.** We want someone who strives for perfection, proofs, and reproofs their work to ensure quality and correctness.
- **Time management skills.** With your hands in many pots while you wear many hats, you'll need to self-prioritize your work each hour, day, and week.
- **Analysis skills.** A key differentiator for Drive is going beyond the data. We judge ourselves on our ability to deliver game-changing insights quickly. We want someone who is curious and wants to dig deeper into the data.
- **Good communicator.** When it comes to communicating with team members, survey participants, or clients it's essential to be confident, smart, and knowledgeable about your projects and findings.
- **Passionate about marketing.** We love our work and our clients, so we want to create a team who shares our passion. We donate a portion of our profits and give back to the community we serve. Be part of our Drive.

"Working for something you don't care about is called stress, but working for something you love is called passion."

- Simon Sinek, Author of Start With Why



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-19, 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.
- **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. 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 work backpack. It's all part of the killer welcome package you receive during your onboarding and training.



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 in Syracuse, across Upstate New York, 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 turn-around 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



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