



driveresearch

Senior Research Analyst

Job Description

August 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 Sr. Research Analyst to join the Drive Research team to become a crucial part of our growing family. You'll be assisting with all things Drive Research and client-related strategy.

You'll be working directly with our entire team, helping us grow the Drive Research brand and our family of clients across the country. You'll have heavy involvement in offering input to designing research studies to meet objectives, 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, working as an *intrapreneur* to grow our company together.

Minimum Position Requirements

- Approximately 5+ years of market research experience.
- Approximately 2+ years in a client-facing role (kickoffs, debriefs, presentations, etc.)



Role Duties

- 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.
- Plays a lead role in developing new partnerships for the company research toolbox.
- Work directly with the President, VP of Strategy, and Director of Research.
- Works with other Project Managers and Sr. Research Analysts.
- Manages interns and indirectly advises Research Analysts and Assistants.
- 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 if interested.
- Manages current vendors and brings new vendor relationships to the company.
- Reviews survey cases for quality, manages quotas, 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.
- Other duties as requested (or inspired by your interests).



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. It includes remote workers in Wisconsin, New York City, and Maryland.
- **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 attainment of business development goals as a company, our success, and your productivity. It includes a professional development plan after Week 1, a 100-day check-in a pro-rated bonus for year-end numbers, and a yearly evaluation which often results in a raise in pay. 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:** You will be equipped with a Dell 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.



Other Details (Continued)

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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