



Market Research Fellowship Description

General Qualifications

- An ability to manage quantitative and qualitative research
- An interest in psychology and behavioral science
- Confidence in dealing with a wide variety of people and personalities
- The ability to take responsibility and handle pressure
- Excellent communication skills and ability to give instructions
- Clear written skills when producing questionnaires and reports
- Methodical and well organized, good teamwork
- Good numerical, analytical and problem-solving skills
- Excellent people skills and a friendly manner

Duties

1. Collect and analyze data on consumer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
2. Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
3. Forecast and track marketing and trends, analyzing collected data.
4. Seek and provide information to help determine a position in the marketplace.
5. Assess the effectiveness of marketing, advertising, and communications programs and strategies.
6. Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
7. Present management with information and proposals concerning the research collected.
8. Monitor industry statistics and follow trends in trade literature.
9. Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data.

Fellowship Details

- Estimated hourly commitment: 10 - 15 hours per week
- Must bring own laptop
- Payment: \$10/hour
- Location: East Liberty Office

To Apply

Complete application form online - shiftcollaborative.com/job-openings

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