



Example of Consumer Research Job Description

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Our company is growing rapidly and is looking for a consumer research. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for consumer research

- Pull together summaries with data from multiple sources (Primary and Secondary) and through data mining efforts
- Presentation of data mining results to requesting teams
- Potential Social Media data mining
- Preferred) Consumer/retail industry experience in an actuarial, accounting, financial, underwriter or business development role or experience as an Equity Research Associate
- Improving breadth and depth of touch points among clients client impact
- Have material knowledge of consumer products industry
- Oversees the execution of research projects and communicates findings to appropriate audiences
- Develops market research design
- Directs the collection and analysis of relevant information concerning current and potential product offerings
- Understands different types of quantitative research and can provide recommendations for best methodologies

Qualifications for consumer research

- Understanding of statistical concepts as applied to primary research
- Highly proficient in research study and sampling design and experience working with a wide variety of research methodologies, tools, and platforms

- Expertise in Nielsen systems (Galaxy/NTTV, Arianna, Monitor-Plus Ad*Views, N*Power, Focus) MRI/Simmons and emerging alternative audience measurement tools
- Expertise with Adobe Omniture SiteCatalyst, comScore
- Computer experience with vendor based software, Windows based PC software (PowerPoint, Excel, Word)