



Example of Consumer Research Job Description

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Our company is searching for experienced candidates for the position of consumer research. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for consumer research

- Interprets primary market research data for senior management to assist in their decision-making
- Coordinates NPS and satisfaction aggregation and dissemination across research teams
- Extensive industry and company analysis, including data sourcing, financial modeling quarterly and annual income statements, balance sheets and cash flow statements
- Provide day-to-day client support regarding consumer trends market research projects
- Work with the client (either directly or with senior team members) to understand, define and respond to the overarching business objective and provide strategic insights and recommendations based upon research data and knowledge of marketplace & business
- Apply qualitative and quantitative research techniques to interpret consumer trends in survey data and produce substantiated recommendations
- Prepare graphic reports in PowerPoint with solid analytical insights/commentary
- Quality control data
- Use a variety of tools to run cross-tabs and interpret the data for meaningful results
- Design or assist in the development of questionnaires to ensure the necessary data is captured

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- Experience with a range of quantitative research methodologies (online, phone), target populations (consumer, physician, B2B), and analytical methods
 - Deep sector expertise in at least one key industry vertical
 - Experience applying market research techniques to a wide array of business decisions (including marketing strategy, new product development, strategic planning, investment in new businesses)
 - Experience programming and fielding Internet-based surveys using software such as Confirm-it, Vovici
 - Ability to think creatively and to devise innovative research techniques
 - High level of initiative, energy & enthusiasm for learning