



Example of Consumer Research Job Description

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Our growing company is searching for experienced candidates for the position of consumer research. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for consumer research

- Assist in projects from start to finish (proposal preparation, questionnaire design, project implementation, analyzing data via tables and SPSS, preparing reports using Microsoft Office [Word, Excel, PowerPoint])
- Manage and deliver against all project objectives as per agreed project charter (scope, time, budget, resources and quality)
- Hold accountability for the project planning process, building upon earlier project work to, develop and manage roll out project plans with dependencies
- Prepare and participate in review of protocol and other study-specific documents such as Clinical Study Reports, Investigator Brochures and regulatory submission documents
- Acquire clinical and pharmacology knowledge of the therapeutic area(s) and compounds under development
- Serve as eyes and ears of the marketing organization, relaying actionable insights regardless of the source
- Have finger on the pulse of the overall travel industry, HomeAway's business and the news/media landscape
- Support the marketing and public relations teams by providing timely facts, figures and insights on both an ad hoc and campaign basis
- Interpret research data and uncover insights that create a compelling 'story' that meets HomeAway's business and communications objectives
- Explore what motivates perceptions, companies and policy issues across the travel industry and others

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- Approaches challenges with a solutions-driven attitude
 - Minimum 2 years of account planning and research in a professional, fast paced environment
 - Proficiency in Nielsen systems (Galaxy/NTTV, Arianna, Monitor-Plus Ad*Views, N*Power, Focus) MRI/Simmons and emerging alternative audience measurement tools
 - A minimum of 5 years' experience in consumer insights either agency or client
 - Degree in a Quantitative / Scientific discipline or an MBA or equivalent work experience
 - Minimum of a Bachelor Degree in Health Sciences or related discipline / Business Administration