



Market Research Intern

Greenwald & Associates has openings for paid internships during Winter/Spring of 2018. Interns participate on project teams to fulfill project requirements. In so doing, he/she will be involved in many aspects of the research process.

Responsibilities

- Meeting with the project director to discuss problems, ask questions, and provide status updates
- Learning about our clients and the main industry areas/research topics to which you are assigned
- Assisting in writing screeners for focus groups and in-depth interviews
- Reading and summarizing/organizing focus group and interview transcripts
- Pretesting/formatting online or phone questionnaires
- Data collection: Monitoring phone interviews, tracking quotas/sample
- Coding/cleaning: Drafting codebooks, coding and cleaning open end responses
- Analysis: Checking tables and reports for accuracy; preparing posted questionnaires; creating charts/graphs in PowerPoint

Skills/Abilities

- Aptitude for solving qualitative and quantitative problems
- Job experience handling multiple tasks/projects simultaneously
- Ability to communicate effectively and concisely in written and spoken English
- Proficiency with computers and various software packages in a Windows environment (MS Word/Excel/PowerPoint, SPSS, etc.)
- Attention to detail
- Ability to work effectively with management, professional, and operating department staff in a team environment

Requirements

- College-level courses in social science, business, or marketing
- College-level courses covering statistics and research/quantitative methods recommended
- Availability to commit to at least two full business days of work per week, for at least 4-5 months. That can be in the form of two 8 hour days, or partial work days throughout the week. Exact hours can be flexible.

Please send resumes and cover letters to Greg Hershberger: greghershberger@greenwaldresearch.com, or call for more information: (202) 686-2510 ext. 127