



Research Director

Greenwald & Associates has an opening for a hands-on research project director with a history of successfully managing all aspects of qualitative and quantitative research projects from start to finish. Excellence in client service is essential, and experience with financial services and/or employee benefits clients is preferred.

Responsibilities

- Independently execute research projects, including full responsibility for questionnaire development, managing data collection, weighting, analysis, and reporting, and communicate progress to senior management and clients
- Work with clients to design research projects using the optimal qualitative and/or quantitative research methods for each situation and draft proposals accordingly
- Write questionnaires/discussion guides, review client feedback/suggestions and make appropriate changes
- Take the lead in analyzing data and information, using SPSS, Excel, and data tabulation books
- Take the lead in developing client-ready reports in PowerPoint that effectively communicate findings
- Needs to be able to not just manage research projects, but to be able to uncover interesting and actionable insights for clients
- Conduct in-depth interviews and moderate focus groups
- Assist with other project work as needed
- Develop/grow subject matter expertise in area(s) assigned

Competencies

- Market research expertise, including qualitative and quantitative
- Client focus
- Attention to detail
- Initiative
- Strong concern & accountability for quality, deadlines, and client satisfaction
- Understanding of research data structures
- Proactive communication

Desired Experience

- Minimum of 8 years of experience working within a market research environment (client or supplier side)
- Experience in financial services and/or employee benefits market research a plus
- Experience using PowerPoint, SPSS or similar software for survey research required
- Experience conducting qualitative research preferred
- Bachelor's degree required

Please send cover letters and resumes to lisagreenwald@greenwaldresearch.com or call (202) 686-0300 for more information.