



Market Research - Associate/Analyst

Greenwald & Associates' Health Care Practice has an opening for an experienced primary researcher with a history of successfully managing market research or applied research projects, from design through analysis and reporting. Excellence in client service is essential, as is the ability to work effectively with colleagues.

Responsibilities

- Act as day-to-day project manager of tracking studies for key health insurance clients
- Execute research projects efficiently and following company standards for quality, including engaging and monitoring internal resources, vendors, and communicating progress to project directors and clients
- Process, organize, and analyze data and sample, using SPSS, Excel, and data tabulation books
- Quality control, checking numbers and text in a variety of client deliverables and testing programming logic of online questionnaires
- Draft and edit questionnaires or surveys, as well as qualitative discussion guides
- Create outstanding visual reports that effectively communicate important findings
- Coordinate and conduct in-depth interviews and be able to summarize key findings for clients
- Assist with other project work as needed

Required Experience

- Minimum of 3 years of work experience conducting primary quantitative research
- Understanding of or strong interest in U.S. health care system and health insurance
- Strong business communication skills, including client management and primary research project oversight
- Experience using SPSS or similar statistical package (Stata, SAS, R) for data processing and analysis
- Experience using data visualization platforms (Tableau, Dapresy, or others)
- Experience or strong desire to conduct qualitative research preferred
- Bachelor's degree required, with coursework in research methods, statistics and/or reporting

Competencies

- Acute attention to detail
- Ability to multi-task
- Team player
- Proactive communication
- Process and data-minded
- Self-starter

Greenwald & Associates is team of supportive, dedicated, smart, and quality-focused primary researchers, who provide value to our clients through our research expertise and our healthcare industry knowledge.

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