



## **Research Director**

### Objective

The Research Director works independently and has overall responsibility for the design, budgeting, scheduling, direction, analysis, and delivery of major research projects. The Research Director will have a substantial amount of client contact while successfully managing all aspects of qualitative and quantitative research projects from start to finish.

This position will focus on research projects for a major financial services client with a few additional projects for other financial services clients. Excellence in client service is essential, and experience with financial services products and topics 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
- Needs to be able to not just manage research projects, but to be able to uncover interesting and actionable insights for clients
- Write questionnaires/discussion guides, review client feedback/suggestions and make appropriate changes
- Prepare written reports including executive summaries that provide insights and effectively communicate the results
- Manage project costs within budget by identifying potential production problems and implementing appropriate corrective action
- Write responsive proposals and develop project budgets
- 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
- Conduct in-depth interviews and moderate focus groups
- Assist with other project work as needed
- Develop/grow subject matter expertise in area(s) assigned

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



### 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

- College degree required; advanced degree preferred
- Minimum of 8 years of experience working within a market research environment (client or supplier side)
- Experience in financial services industry with experience conducting market research for one or more financial services companies
- Ability to manage multiple projects simultaneously while under deadline pressures
- Ability to work effectively with management, professional, and operations staff in a team environment
- Proven ability to manage long-term client relationships
- Ability to communicate effectively in written and spoken English
- Willingness for occasional overtime and travel
- Experience using PowerPoint, SPSS or similar software for survey research required
- Experience conducting qualitative research preferred

Greenwald & Associates is an Equal Employment Opportunity employer valuing diversity and what it brings to the workplace. All qualified applicants regardless of race, color, religion, gender, sexual orientation, marital status, gender identity or expression, national origin, genetics, age, disability status, protected veteran status, or any other characteristic protected by applicable law are encouraged to apply.

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