



Market Research Senior Associate or Project Manager

About Us

Located in Washington, DC, Greenwald Research is a leading custom research and consulting partner to the health and wealth industries that applies creative quantitative and qualitative methods to produce knowledge that helps companies stay competitive and navigate industry challenges. Through research insights, we help our clients deliver better solutions to customers (such as financial wellness benefits) and find ways to solve big problems (such as improving the way people plan and save for retirement). Our knowledge of the health and wealth space, strong research methodology, and trusted partner approach enables us to answer strategic questions for our clients – and our people have been doing this since 1985.

Our Culture

We value real people and real data to drive real results.

- Quality and Integrity in our work
- Team approach
- Work-life balance
- Continuous growth mindset
- Open communication
- Professional and collegial atmosphere
- Client-first focus
- Connection & partnership

We support our people with:

- Generous paid time off
- Hybrid work environment
- Competitive health, dental, and vision offerings
- 401k plan with matching
- HSA employer contributions
- 100% employer-paid life insurance
- Tuition reimbursement

The Job

We are in search of a highly organized, communicative, and detail-oriented problem-solver to manage the execution of primary market research projects from start to finish, such as online surveys, in-depth interviews, or focus groups. Associates, Senior Associates, and Project Managers routinely interact with project leadership, vendors, and clients to perform a variety of quantitative and qualitative research tasks to meet internal and external deadlines. They have proactive project management responsibilities, giving visibility into all aspects of the research processes and opportunity for professional growth and development. Strong communication skills, ability to multitask, creative problem solving, and attention to detail are paramount in this role.

- You'll execute and manage qualitative and quantitative research projects efficiently and according to company standards for quality, to deliver real results that our clients can make sound decisions upon.
- You'll engage and monitor internal resources and vendors to execute research, communicating progress to the entire project team, including project directors and clients.
- You'll use your research skills, creativity, and nimbleness to keep projects moving – executing all steps of the research project lifecycle on both qualitative and quantitative projects.
- You'll have a chance to flex your multitasking and organizational skills to keep all your projects on track, as we work to provide our clients and partners with the answers they need when they need them.



- You'll get to see, hear, and learn how project or account leadership interact with clients to clarify business issues and design research projects using the optimal qualitative and/or quantitative research techniques for each situation.
- Finally, you'll work with your supervisor to deepen your subject matter expertise – this role will focus on projects related to financial planning, retirement plans, life insurance, and annuities.

About You

- Attention to detail
- Strong project management skills
- Team player
- Highly organized
- Proactive
- Analytical thinking
- Ability to multitask
- Qualitative and quantitative research expertise
- Strong written and verbal communication skills
- Creative problem solving
- Understanding of research data structures
- Knowledge & interest in financial services, employee benefits, or health care

Requirements:

Preference given to candidates who have: Experience or ability to conduct both qualitative and quantitative research for financial services clients, and/or have conducted research with employers/plan sponsors, employees/plan participants, and/or financial advisors.

- Bachelor's degree or higher
- Minimum of 5 years of experience working in a research role
- Strong knowledge of PowerPoint graphics and formatting
- Experience working with data in Excel and SPSS (or similar program)
- Experience interacting directly with clients

Job Responsibilities

- With project/account leadership, work with clients to clarify business issues and design research projects using the optimal qualitative and/or quantitative research techniques for each situation
- Assist Account Manager and/or Director in handling client communications
- Execute research projects efficiently and according to company standards for quality, including engaging and monitoring internal resources, vendors, and communicating progress to project directors and clients
- Proofing, checking, and editing documents as part of the research workflow
- Develop questionnaires/discussion guides, review client feedback, and make appropriate changes
- Coordinate focus group and in-depth interview projects, including writing screening questionnaires and managing recruitment staff/vendors
- Manage and execute data collection, including quality control, fielding updates, and incentives processing
- Manage and do data processing, including weighting data and drafting data tabulation plans
- Take the lead role in analyzing data using SPSS, Excel, and data tabulation books



- Take the lead in developing outstanding visual reports that effectively communicate important findings
- May conduct in-depth interviews and moderate focus groups
- Work with supervisors to identify areas of concentration; Develop subject matter expertise in area(s) assigned
- Assist with other project work as needed

How to Apply

We're an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

Send cover letter and resume to: hiring@greenwaldresearch.com