

Intellitrends LLC, a division of Research America Inc. is seeking an energetic Market Research Coordinator.

Intellitrends is a full service market research company with over 27 years providing customized research to over 250 companies in multiple industries. Our research solutions help clients make the best decisions at all stages of their strategic plans, maximizing their chances of success.

Due to continued growth of our company, we are seeking a person who is self-motivated, wants to be part of small team of people that are committed and dedicated to our clients success. The selected person must be willing to work on varying types of projects, have a keen inquisitive mind and the confidence to present their ideas and the facts of the research we collect.

We conduct focus groups, surveys, one to one interviews, onsite interviews across the globe. As part of the research team, your primary responsibilities will include: Assist in the management of designing and ongoing maintenance of research studies

- Quality checking of study questionnaires and perform in-depth quality checks at every stage of the process
- Manage the study progress
- Locate and secure various focus group facilities
- Conduct various research methodologies i.e. focus group assistant, one to one interviews, in-store mystery shopping.
- Working closely with the management team to report of status of projects\* Perform data verification and analysis
- Secondary research and report development\* Utilizing MS PowerPoint and MS Excel to analyze and display data
- Account manage various projects directly with Intellitrends clients\* Prepare client presentations
- Identify and solve project issues as they arise

#### Required Skills

- Outstanding verbal and written communication skills including grammar and spelling
- Strong and proven project experience and expertise
- Excellent problem solving, critical thinking and analytical skills
- Self-directed and possess a "can do" attitude in all phases of daily activities
- Intense attention to detail: ability to balance overall project goal with key tasks and project milestones
- Advanced proficiency with MS Office Suite; specifically, PowerPoint and Excel
- Experience in survey programming a plus
- Self-starter with superior organization skills who makes it happen
- Ability to manage several projects while juggling schedules and conflicts

#### Required Experience

- Bachelor's Degree
- Relevant project management and/or market research experience or studies