



Senior Linguistic Analyst Research Department

The Sr. Linguistic Analyst position conducts a linguistic review of qualitative market research data, by applying Quester's disciplined approach to exploring the data. The Senior Linguistic Analyst may assist in working directly with clients, designing discussion guides, analytic plans, and creating presentations, working in conjunction with Research Directors and Quantitative Staff. This position is involved in client conversations and presentation, including discussion of topline findings as well as detailed findings.

Essential Job Functions:

- Performs analytic duties, including: (55%)
 - Conducts Linguistic analysis
 - Writes Reports and Presentations
 - Presents Findings via Phone and In-Person
- Conducts project set up work and testing, including: (25%)
 - Drafts Discussion Guides (and probes, when necessary)
 - Tests Interviews
- Assists with management of Client Relationships at the Project Level (20%)
 - Assists with day to day study responsibilities with client; e.g. Discussion guide revisions, sharing findings, timing/fielding updates, etc
 - Maintains project scope, keeping senior leadership informed of any revisions that may impact timing or budget

Knowledge, Skills and Abilities:

- Ability to prioritize and coordinate multiple projects.
- Strong comfort level with technology and new software.
- Interest in marketing/business issues.
- Passion for understanding people.
- Sensitivity to language.
- Natural curiosity and analytical thinking skills.
- Must have excellent organizational skills and pay close attention to detail.
- The ability to communicate ideas and complex information in an effective and professional manner both verbally and in writing.
- Client handling skills
- Supervisory inclination to provide training to Research Analysts
- Ability to recognize factors that impact timing and budget in order to keep client and senior management informed of changes in scope

Education and Experience:

- Bachelor's degree in English or Psychology (or related fields), two years related experience; or equivalent combination of education and experience
- High level of experience with Microsoft Office applications, including: PowerPoint, Outlook, Word, and Excel



- Experience with SPSS data files and/or Statistics (preferred, not required)
- Experience in the Research Analyst position is required

Location: Des Moines, IA

Employment Classification: Full Time/Non- Exempt

Supervisor: Senior Vice President, Research

NOTE: These statements are intended to describe the general nature and level of work involved for this job. It is not an exhaustive list of all responsibilities, duties and skills required of this job.