

## Quantitative Research Analyst

### Marketing Research Department

**The Quantitative Analyst** is responsible for assuring awesome data quality and analysis. The Quantitative Analyst will help ensure quality standards are met at all phases –questionnaire development, analytics and deliverables.

#### Essential Job Functions:

##### Analysis: (90%)

- Conducts analysis preparation tasks
  - Creates tab plans
  - Coordinates tabs with Analysis suppliers
  - Assists in the development of analytic plans
  - Manage project related files with proper labeling and storage on shared drive
- Responsible for execution of quantitative analysis needs
  - Produces quantitative slides
  - Assists in creating and checking the report deck
  - Runs SPSS and Etabs to produce initial findings
  - Handles follow ups to deliverables

##### Design Support: (10%)

- Helps assist Research Directors with questionnaire development
  - Reviews and edits quantitative questionnaire

#### Knowledge, Skills and Abilities:

- Collaborative approach to marketing research
- Comfortable with all aspects of quantitative projects
- Must consider attention to detail a strength
- Outstanding analytical and reasoning skills with excellent written and oral communication skills
- Able to manage multiple project tasks in deadline-driven environment
- Curious, Creative Thinker able to maintain and cultivate relationships with team members, clients and vendors
- Must have the ability to program in SPSS, though training will be offered, toward creating complex variables for analysis
- High level of experience with Microsoft Office applications, including: PowerPoint, Outlook, Word, and Excel.

#### Education and Experience:

- Bachelor's degree in related field
- 0-2 years of experience on the custom research side of the marketing research industry – supplier and/or client – or degree from Marketing Research program or related degree

Location: Des Moines, IA (Remote upon approval)

Employment Classification: Full-time employee

Supervisor: Quantitative Analyst Manager

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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.