Senior Research Manager

AnalyticsIQ – Remote

AnalyticsIQ is a dynamic, fast growing marketing data and predictive analytics company focused on providing innovative consumer and business data and analytics solutions. These solutions empower marketers to deliver more personalized experiences while helping their marketing dollars go further. Our data products include firmographics, employee psychological decision drivers and the linkage of employees to the wealth of consumer demographics, affluence categories, health and wellness, and psychological behaviors and future buying predictions.

Why AnalyticsIQ?

AnalyticsIQ is a proven growth company delivering unique value in a rapidly growing market. Our small, close-knit team enables us to be fast and flexible, creating solutions and delivering results to our clients in record time. As a member of our team, you will have an opportunity to thrive within an incredible culture that provides market leading solutions, competitive pay and benefits, proven support for work-life balance, a commitment to teamwork, and support for personal and professional growth.

Job Description

The Department of Cognitive Sciences is seeking an enthusiastic Senior Research Manager with **expertise in Psychology and survey research methodology.** This position will play a key role in facilitating the department's ongoing consumer-based market research, as well as our multi-year research agenda across various topic verticals (examples include: Health and Lifestyle Wellbeing, Auto and Insurance, Retail, Gaming, Finance, Non-profit). The position will contribute to the identification of key research questions, design appropriate research strategies, manage datasets, conduct statistical analyses, and prepare findings of those analyses for consumption by marketing audiences across for-profit and non-profit entities. This position reports to the Senior Director of Cognitive Sciences.

Responsibilities

- Maintain and facilitate all survey-based research
  - o Manage multiple project timelines,
  - o Serve as the main source of communication between the department and our third-party research vendors,
  - o Serve as main source of communication with internal departments regarding survey research and new product ideas,
  - o Organize and facilitate internal meetings regarding survey research,
  - o Prepare new product idea proposals,
  - o Conduct background research (academic and market-based) for each survey cycle
  - o Prepare survey questions to meet internal or client goals
  - o Monitor all survey-based data collection and manage all survey datasets
- Utilize knowledge of sampling best practices to ensure quality data for all US-based projects
- Access advanced scientific problem-solving at each stage of the research process
- Facilitate basic and advanced data analyses (descriptive, inferential, and predictive statistics) using Excel and SPSS software platforms

- Provide written and / or verbal communication of research results (e.g., background research summaries, project methods, data analyses and results, graphic representations of data trends)
- Engage in continuing education for personal and departmental development

Preferred Qualifications

Education: PhD in Cognitive Sciences (or other Psychology sub-discipline); master's degree in Psychology accepted with a comparable amount of research experience

Experience: 5-7 years of applied research experience; research management or project coordinator experience preferred.

Competencies:

- **Must** be able to facilitate the all the steps of the scientific research process, including: article database searches, article summaries, making theoretical inferences and connections, assessment creation, data collection, data cleaning, basic and advanced data analyses (t-test, ANOVA, regression, etc.), clear and concise scientific writing.
- Attention to detail and self-leadership are a must.
- Strong communication and self-leadership skills.
- Ability to manage multiple concurrent projects and meet projected timelines.

Computer Skills: Must be proficient in using SPSS and Microsoft Word & Excel. Additional skill in Qualtrics (or similar experimental programming platform) preferred.

Compensation: Commensurate with experience. Please include salary requirements in your resume/CV.

Start Date: January 30, 2023

What You Can Expect from Us:

- A collaborative and supportive company culture with a rewarding work environment
- Work-life-balance
- Employee development
- Room for upward growth within the organization
- Competitive pay
- Comprehensive benefits including 100% of family health, dental, and vision
- 401k with company matching
- Opportunity to attend a variety of events including company and industry events
- Paid paternity, maternity, and adoption leave
- Remote working options
- Paid vacation days that increase with time employed with company
- Sports and entertainment tickets available to employees
- Reimbursement towards family fitness club membership

To apply, please **CLICK HERE** to submit your resume and information.