

## Summary

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Market Street Research is seeking a Research Analyst who combines strong analytical capabilities with business acumen to deliver actionable insights that drive client success. This individual is responsible for overseeing the execution and analysis of custom marketing research projects from designing research instruments through creating research reports, complete with recommendations.

Research projects include both qualitative and quantitative methodologies as well as secondary data analysis, and generally focus on, but are not limited to, research to understand consumer attitudes and decision making, image and awareness, customer satisfaction, and feasibility studies. Studies often employ regression analyses, market segmentation, and other advanced statistical techniques.

This position requires someone who can internalize a client's business environment and goals and be able to work with a team to translate that into an actionable research plan, study design, thoughtful analysis, and appropriate recommendations.

Market Street Research has operated remotely since 2018 and welcomes applications from those who live outside of the Northampton, Massachusetts area. This position will be entirely remote, and while there is some schedule flexibility, the company's standard work hours are 9:00-5:00 Eastern.

## Core Responsibilities

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### Client Partnership & Strategy

- Absorb and understand our client's business environment, competitive landscape, and strategic research goals
- Translate business challenges into appropriate methodologies and actionable research questions
- Present findings and recommendations directly to executives and decision-makers
- Build ongoing relationships that position you as a trusted consultant

### Research Design & Execution

- Design custom research approaches that balance sound methodologies and practical constraints
- Create data collection instruments for both qualitative (interview guides, focus groups) and quantitative research (surveys)
- Identify opportunities to innovate in methodology and reporting to better serve client needs

### Analysis & Insight Generation

- Conduct sophisticated analyses including regression, segmentation, and other multivariate techniques
- Synthesize findings from multiple data sources to tell a cohesive story
- Identify patterns and insights across different studies
- Transform data into visual narratives that drive decision-making

## Qualifications

### Requirements

- Masters preferred; Bachelors adequate for an otherwise exceptional candidate.
- At least 3 years working in a business environment where research informed strategic decisions
- We will consider candidates whose combination of education and experience is less than what is specified here, *if you take the time to write a cover letter that makes a compelling case for why you should be considered.*
- Demonstrated experience translating complex analyses into business strategies and recommendations.
- Strong foundation in statistics (including multivariate techniques) with examples of how you've applied these to solve real business problems.
- Evidence of independently pursuing professional development and staying current with both research methods and industry trends.

### To Apply

Send resume and cover letter to Stephanie Gonthier: stephanie at marketstreetresearch.com.

Please address the following in your cover letter:

- Why you are interested in a research analyst role?
- Why you are interested in working for Market Street Research?
- What do you think we should know about you that makes you well suited for this role, that may not be apparent in your resume?

### About Market Street Research

Market Street takes a different approach to market research. We believe that a customized research process tailored to our clients yields the best results. We customize our research methodology to their goals and needs, so they can get exactly what they need out of the research—and feel good about the process.

Market Street Research is a woman-owned, vibrant, dedicated, client-oriented business with a long history of commitment to our clients, our employees and their families, and our community.

At Market Street Research we foster a collaborative and inspiring workplace. We are committed to and encourages an inclusive environment and we are dedicated to providing equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

#### Perks:

- Fast-paced and challenging environment that is built for a passionate, lifelong learner.
- Flexible work schedule with paid holidays and vacation.
- Full-time position with competitive salary.
- **Individual Coverage HRA (ICHRA)** providing monthly reimbursement for health insurance premiums and eligible medical expenses.
- Dental, life, and short- and long-term disability insurance.
- 401(k) plan with employer contribution.