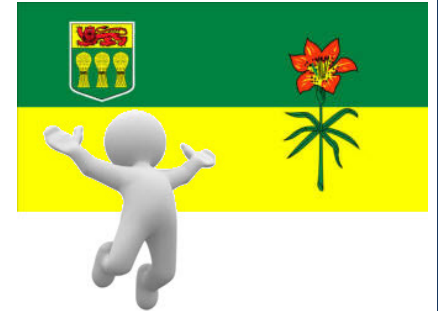


Research Manager – Insightrix Research Inc.

Insightrix Research™

[Insightrix Research](#), a market research company located at beautiful [Innovation Place](#) in Saskatoon Saskatchewan, is looking for a talented, creative, high initiative individual to work in our Research Services area and help build our growing company. We offer the opportunity to experience the excitement, challenge and rewards of working in an entrepreneurial and fast growing market research company. At Insightrix, you will work on a wide range of market research projects with individuals from a wide variety of different backgrounds. Insightrix also owns and manages the largest online panel in Saskatchewan, SaskWatch Research™.



The Position

As a Research Manager, you will be responsible for the delivery of professional market research services, including survey design and related consultation, data analysis and results interpretation via written reports addressing clients' business issues. You will interact with clients on a daily basis to assess their information needs, and manage projects from questionnaire design to analysis and final report and presentation. Strong client service focus and teamwork are absolutely required for success in the role.

Responsibilities

- Develop appropriate solutions for clients, based on the research approaches and products that are best suited to meet their needs.
- Work with the client and project team to size and articulate project concepts into clear project objectives, scope, and viable delivery approaches and plans.
- Analyze data and draw conclusions/make recommendations from the data results based on the client's requests and business issues.
- Proactively initiate client/prospective client interactions to provide strategic counsel and generate additional projects.
- Manage project stakeholder expectations through strong oral and written communication skills and business acumen; liaise with project's sponsor and/or customer.
- Monitor profitability of projects; track progress and noting exceptions and action plans.
- Embody a strong customer service focus with the ability to identify and communicate rationale and facts, and avoid project delays.
- Develop proposals (responses to Requests for Proposals and client inquiries).
- Assist in the crafting and delivery of presentations to clients.

- Oversee and direct multiple market research projects at once, including but not limited to, concept testing, advertising testing/recall, customer satisfaction and segmentation.
- Create in-depth analytic conclusions and recommendations from data results that consider client needs and business issues that generate insights beyond the numbers.
- Assist in or formally present results and recommendations to clients.
- Understand survey design techniques and sampling to ensure the quality of survey data is accurate.
- The ability to moderate focus groups on a variety of topics including advertising/campaign development, customer experience, etc. considered an asset

Qualifications

- Minimum of 3 years experience in market research and/or data analysis.
- Survey design, bi-variate and multivariate data analysis, and report development experience.
- Positive attitude and unequaled dependability; a team player.
- Strong client-service focus.
- Proven communication and problem solving skills.
- Proven ability to manage several projects simultaneously.
- Previous project management experience.
- Proficiency using the Internet, Windows, Excel, Word, PowerPoint, and web based applications.
- Strong familiarity with all kinds of qualitative and quantitative research techniques.
- Effective in leading groups encouraging direct and meaningful dialogue.
- Excellent problem solving skills, with an emphasis on proactive and creative approaches and solutions.
- Ability to scale thinking and analysis from detailed to strategic.
- Exceptional communication skills
- Ability to multi-task and work on multiple projects at the same time.
- Strong customer focus with an emphasis on building and sustaining relationships
- Have a University Degree (Marketing, Business, Social Sciences).



Assets:

- Project Management and Business Analyst Education; Project Management Designation
- Knowledge of SPSS
- Experience with Conformat



Personality Profile:

Energetic, self-motivated, goal-oriented and action focused, service and people oriented, organized, excellent analytical skills, flexible, team player.