

Senior Market Research Analyst

Are you looking for an opportunity to build your market research career? Digsite is looking for a forward-thinking market research professional in Madison WI. You would work with our leading consumer insights technology to help consumer-centric companies like Sub-Zero, Johnsonville and American Family Insurance to get better insights, faster.

Responsibilities

- Oversee our participant recruiting and our consumer panel, maximizing the engagement of research participants, ensuring quality participation and measuring recruitment effectiveness.
- Build surveys to identify optimal research participants based on their demographics, attitudes, interests and behaviors.
- Evaluate data from our research platform along with customer feedback to identify ways to improve our products and processes.
- Act as subject matter expert for Digsite SmartReporting, training and supporting customers on building automated research reports.
- Manage vendor partnerships for panel management, survey and video tools
- Collaborate with sales and customer success to demonstrate and maximize the ROI of our products and services.

Qualifications

- Solid understanding of design and analysis of survey-based market research
- Demonstrated survey programming skills on platforms such as SurveyMonkey or Qualtrics
- Familiarity managing in-house customer panels or online communities
- Familiarity with A/B testing, experimental design, statistical testing and/or text analysis

Requirements

- 3+ years of relevant experience (corporate or research agency side)
- BS or masters in Marketing Research or related field
- Avid user of technology and not afraid to dive in and learn new software tools
- Strong written and verbal communication skills
- Driven: No one needs to push you to excel; it's just who you are.
- Analytical: You excel in ambiguous roles where your problem-solving skills save the day
- Customer Centric: They win, so you win.

ABOUT DIGSITE

Digsite is a Madison-based technology company that helps leading consumer brands apply agile research principles to build better new products, services and customer experiences. We're growing fast, and seeking smart, forward-thinking and results-oriented people to join us on the journey. If that sounds like you, contact Monika Wingate at monika@digsite.com