



Market Research Analyst (Philadelphia Area)

Do you want to join an exciting new business on the ground floor and contribute to its growth and success? Are you looking for an opportunity to learn new skills, take on varied responsibilities, and grow as far and as fast as you would like?

If so, then this is a company you should consider...

Position Description:

iMarketResearch (iMR) is in search of a bright and motivated recent college graduate looking for a Market Research Analyst position to join our growing and passionate team. You would be responsible for executing primary and custom healthcare market research studies supporting senior staff on reports providing strategic insights to our healthcare clients.

The ideal candidate will have a relevant academic background (for example, market research, business, psychology, economics, sociology, or life sciences) or internship experience in the pharmaceutical industry. This is a great position for someone who is an innovative self-starter and looking for a growth opportunity!

As the company grows, there will be increasing opportunity to take on more responsibility and design your own job.

Responsibilities:

- **Design and execute surveys:** Assist with designing/writing survey questionnaires and conduct quality control testing to ensure the accuracy of the online survey programs (functionality, content, and logic, etc.).
- **Collaborate with senior team members on analyses and reporting:** With guidance from our experts, use analytical tools (SPSS, nVIVO, Excel) to analyze the data collected from online surveys or qualitative interviews. Convert research findings into knowledge for our clients by presenting the data in PowerPoint reports. Contribute to consulting by drafting conclusions and recommendations for our clients.
- **Manage vendors and projects:** Oversee vendors and the work they produce, while managing project budgets and timelines.
- **Assist with ad hoc projects and participate in training:** Participate in adverse events training, submit reports as needed, and document all necessary information requirements set forth by ISO guidelines.

Requirements:

- BA/BS degree in Psychology, Sociology, Economics, Business Administration, Life Sciences or related field. Experience with market research or pharmaceutical courses or internships preferred, but not necessary
- Team player who has the ability to work closely with others but is also a motivated self-starter who can successfully work independently
- Must possess strong attention to detail, multi-tasking, and organizational abilities
- Demonstrate problem solving and decision-making skills
- Excellent interpersonal, verbal, and written communications skills
- Strong Microsoft Office skills a must, specifically MS Word, Excel and PowerPoint
- Experience with SPSS or any similar analytical software is a plus but not required

Compensation and Benefits:

- When applying, please provide your salary requirements.
- Benefit package including healthcare, vacation, and holidays
- Medical insurance, company pays majority of the premium
- Results-oriented environment allows for flexibility in work hours/location as long as expectations are met
- Convenient main office location in Newtown, PA with access to public transportation (Septa Regional Rail and Bus) and major highways (I-95, I-276, Route 1); free parking

How to Apply:

To apply for this position, please send your resume / cover letter to admin@imarketresearch.com
Any inquiries or questions may be directed to this email address.

About iMarketResearch:

- iMarketResearch is a strategic market research consulting company serving the pharmaceutical industry
- We believe that advanced market research can be done easier, faster and better than what is typically being done today
- We also believe that for sound market research one needs to fully grasp and apply scientific principles of consumer behavior, survey research, marketing science, econometric and statistical modeling
- We are looking for talented people who are passionate about market research and advanced analytics and truly want to make an impact on the industry

The Benefits of Joining our Team

- iMarketResearch offers unique and exciting career opportunities as a growing firm in the dynamic field of pharmaceutical market research and consulting.
- From unparalleled learning and creativity to the opportunity to join a company on the ground floor, we strongly believe that iMarketResearch offers many tangible and intangible benefits that make it an appealing destination for those searching for more than just a job:

<p>Innovation</p> <p>Take part in re-imagining how advanced market research projects could be conducted</p> <p>Help develop new methods, approaches, products, and strategies</p>	<p>Opportunity</p> <p>Grow as far and as fast as your talent and motivation will take you</p> <p>Learn something new every day and tackle a wide variety of challenges</p>
<p>Flexibility</p> <p>Accommodating work schedule in terms of hours and location</p> <p>Role and responsibilities will adapt to your interests, skills, and performance</p>	<p>Environment</p> <p>Fun, casual, and non-hierarchical culture</p> <p>Work with other bright, passionate, and highly motivated individuals</p>