

MARKET RESEARCH ANALYST HARRISBURG, PA

SEEKING EARLY CAREER CANDIDATE WITH INTEREST IN SUPPORTING MARKET RESEARCH FUNCTIONS BY PROCESSING AND ANALYZING CUSTOMER SURVEY DATA AND CONDUCTING COMPETITIVE INTELLIGENCE RESEARCH.

ABOUT OUR COMPANY:

With over 20 years of experience in supporting corporate and federal recruitment, workplace mentoring, and technology accessibility initiatives, Bender Consulting Services, Inc. is the leading national expert in disability employment solutions for private and public sector employers. To learn more about how to start your career with Bender Consulting Services, Inc., please visit our website at www.benderconsult.com.

HOW TO APPLY:

To apply for consideration for the following career opportunity for people with disabilities, please visit www.benderconsult.com/careers/submit-resume and complete the electronic form.

POSITION DESCRIPTION:

- Support multiple business lines with consumer and competitor market research to ensure excellence in product and services and identify areas for improvement.
- Assist with the day-to-day operations of conducting random monthly surveying of individual, corporate and federal customers to ensure service satisfaction. Includes launching of surveys, monitoring responses, verifying data accuracy, and pulling data for analysis.
- Conduct competitive intelligence research to work to update competitor profiles using online web resources.
- Perform quantitative and qualitative analysis of data gathered through surveys and competitive intelligence to create positive impact.

QUALIFICATIONS:

- Able to prioritize, work independently, and effectively manage time and resources in order to meet the needs of multiple projects being conducted simultaneously.
- Possess considerable skills in research and analytics.
- Familiarity with MS Office Suite, with strong Excel skills including the ability to work with pivot tables.
- Knowledge of Qualtrics or survey software such as Survey Monkey is a plus. Experience launching or analyzing survey data preferred.
- Excellent written and verbal communication skills required.
- Coursework in data analysis, marketing research, application of data knowledge, and related business concepts required. Bachelor's degree in business, marketing, or related field preferred.