

# JOB DESCRIPTION FORM

## Digital Research, Inc.

Position Title: Research Associate

Job Location: Kennebunk, ME

Web Site: [www.digitalresearch.com](http://www.digitalresearch.com)

### Description of Client

Base: Digital Research, Inc. (DRI) is a full service marketing research firm, with a national client base consisting of Fortune 500 companies and federal/state/regional/local governmental agencies.

### Description of

Functional Specialty: Digital Research, Inc. (DRI) is a full-service marketing research firm. Our industry focus includes magazine publishing, Internet publishing, packaged goods, grocery retailers, entertainment, toys, and tourism. We offer quantitative and qualitative services, including concept evaluation, product evaluation, customer satisfaction research, attitude/usage studies, conversion studies, economic impact studies, and advertising research. Our online survey methods include Nth guest recruiting, random guest recruiting, SmartSurvey, and online conjoint. Our VirtualPhone Field Service is experienced in business-to-business and consumer interviewing. We will execute a turnkey marketing research program, or provide field-and-tab services. DRI's content development research for FamilyFun magazine (Toy Of the Year) and FamilyPC magazine (FamilyTested) has been nationally acclaimed.

The attached Job Description is one (1) page.

Digital Research, Inc.  
Kennebunk, ME

## Research Associate, Job Requirements/Description

### **Requirements**

The research associate must have very strong quantitative skills, computing skills, and written communication skills. Quantitative skills should include numerical manipulation, as well as good understanding of basic statistics. Computing skills should include word processing (WORD), data base management (ACCESS), and the ability to use spreadsheets comfortably (EXCEL). Experience with SPSS or similar tabulation/analysis software is highly desirable, as is experience with software for the creation of presentation graphics.

The candidate should be technically competent in working the Internet. It is very desirable if the candidate is proficient or capable of rapidly becoming proficient in converting Word Documents into HTML for conducting online research.

The research associate must be comfortable with handling large scale projects on a tight schedule and very accurate in their work habits. Some client contact is likely, so the successful applicant will present himself/herself professionally and will be capable of dealing comfortably and effectively with others.

A concentration in economics, psychology, sociology, mathematics, or statistics may be helpful. Experience in or an interest in survey research and human behavioral issues will be a plus. The successful candidate will have two to four years experience in the market research field.

### **Description**

Research Associate is a second level project position at Digital Research, Inc., a full-service marketing research firm. The Research Associate will ordinarily work as the member of a project team that may also include, Senior Research Associates, or a Research Director.

Initial responsibilities will emphasize the execution of project work plans, including field services management, data tabulation, and results reporting. Responsibilities should rapidly expand to include work plan development and survey instrument development.

Highly competent Research Associates will find a well defined path to move onto client relationship management (Senior Research Associate).

Digital Research, Inc. is a growing firm that serves a national client base.