

Jv 407-14522

Consumer Panel Market Research Manager-Long Island

Long Island based market research firm is looking for a Market Research Panel Manager to develop ongoing analyses of the Consumer Panel dynamics. This includes, but is not limited to: drivers of response, attrition, contact rate analyses, segmentation analysis, sample optimization methodologies and recommendations, model development and standardized reporting.

Overall Responsibilities:

- Design, maintain and continuously improve panelist-centric analyses to gain insight into key panelist cooperation drivers.
- Develop and validate models of panel behavior.
- Designing and supporting test matrices, including tests of creative, segmentation and methodology.

Qualifications:

Quantitative Skills: multivariate analysis; ability to interpret multivariate results; CHAID/CART development Experience in SPSS and/or SAS Experience in data analysis and interpretation Business Prior experience in dealing with consumer, customer databases, consumer data collection and model development

Salary: to 80k

Refer to Job#14522-Quirks attached resume to Jamie Voronkov, Jamie@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Jamie Voronkov as your recruiter contact.
