



Job title	<i>Research Intern</i>
Reports to	<i>Research Manager</i>
Hours	<i>20 hours/week</i>

Job purpose

Primarily, to assist in the execution of streamlined marketing research recruitment processes including management and updating of respondent and client databases and supporting focus group recruitment efforts. Secondary purpose includes administrative duties.

Duties and responsibilities

- Recruit respondents for marketing research studies- including focus groups, online surveys and one-on-one interviews-using existing respondent database, approved lists (cold calling) and targeted marketing
- Work with Research Manager to develop streamlined recruitment processes
- Clean, manage and update existing respondent and client databases
- Define and expand relevant data fields and develop forms for better defining key respondent demographic and lifestyle indicators
- Brainstorm and present ideas for ongoing advertising and respondent relationship drivers to build and clean existing pool of interested research participants
- Support marketing efforts both through creative email campaigns and social media to build brand presence
- Assist in administrative duties including updating respondent profiles, drafting and sending confirmation letters, answering phones and general office administration

Qualifications

FieldGoals.US expects all employees and interns to work collaboratively and take initiative without being directly instructed or asked. This allows for a great deal of job flexibility and creativity. The ideal candidate would, above all, have an interest in the field of consumer research. This internship calls for a motivated and inspired individual with an entrepreneurial spirit.

Specific qualifications include:

- Currently enrolled university students preferred (Bachelor's or Post-Grad considered)
 - GPA of 3.0 or higher
 - All majors will be considered but concentration in Marketing, Communications, Business Administration or similar preferred
- Proficiency in MS Word, MS Excel, MS PowerPoint, MS Outlook
- Familiarity with all social media platforms and strong social media marketing skills
- Established business writing and communication skills
- Professional demeanor over the phone and in person
- Experience with online survey platforms such as Qualtrics or SurveyMonkey preferred
- Flexibility, enthusiasm and ability to work creatively and independently
- 2 years professional experience preferred (can be combined with equivalent coursework)

Applications

To apply, submit resume and letter of interest to Katie Paradise at katie@fieldgoals.us.