



Job title	<i>Research Manager</i>
Reports to	<i>Managing Partner</i>
Hours	<i>Full-time</i>
Salary	<i>Commensurate with experience</i>
Expected Start Date	<i>August 2021</i>

Company Description

FieldGoals.US conducts and provides support services for marketing research studies that change the way manufacturers and service providers speak to consumers. We call it research with impact.

The team at FieldGoals lives its core values, which include academic integrity, the highest level of respect for team members and clients, a collaborative commitment to the goals and objectives of the research and encouraging the use of research findings to develop better products and services to meet the needs of nationwide consumers.

FieldGoals.US is a 100% woman owned WBENC Certified, Small Diversified Business located just five minutes from the seat of government in the Commonwealth of Pennsylvania. We provide full-service marketing research and consulting to education institutions, health care and health system providers and agencies, non-profit organizations and associations and government entities.

Job purpose

FieldGoals.US is seeking a highly motivated Research Manager at our New Cumberland, PA focus group facility. The Project Manager will work closely with the Managing Partner on client acquisition and interface, project management, and research analysis and reporting.

Duties and responsibilities

- Oversee recruitment of research respondents according to project specifications
- Design, write, and program online surveys
- Take a hands-on approach and work collaboratively with field and recruitment team by assisting in recruiting and scheduling participants in research focus groups, creating profiles and Zoom links and confirmation emails
- Consult and collaborate with clients to determine research objectives
- Collect and compile quantitative and qualitative data to answer key questions and make recommendations based on findings
- Strategically design screening questionnaires to ensure recruitment of research participants who match the target market set out in research objectives
- Duties will also include managing the overall operations of a focus group and event facility, including scheduling, event management and coordination/set-up

Qualifications

FieldGoals.US expects all employees to work collaboratively and take initiative without being directly instructed or asked. This allows for a great deal of job flexibility and creativity in the workplace. The ideal candidate would, above all, have an exceptional interest in the field of consumer research and the development of processes for small businesses.

This position calls for a motivated and inspired individual with an entrepreneurial spirit. There is much room for individual and organizational growth in this position, so we are seeking someone interested in growing with the business, not someone looking to move on within a couple years.

Specific qualifications include:

- 2+ years' experience in project management; experience in marketing research, advertising, data analysis, strategy, or similar field a plus
- Bachelor's Degree or higher
- Professional writing ability (writing sample required)
- Demonstrated success in project management
- Demonstrated skills in advanced Excel and CRM/Database management

To apply, send the following to katie@fieldgoals.us:

- Resume
 - Letter of interest
 - Writing sample
 - 3 professional references
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