

Junior Quantitative Market Researcher

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Company: Conjointly

Location: Ankara

Category: other-general

Conjointly offers a powerful and intuitive platform and expert support for insights about markets, customers, products, and pricing questions. We are an Australian-headquartered provider of quantitative research services to big and small companies (mostly in the USA and Europe). Through automation, we increase efficiency for our clients but maintain a human connection and high research quality. As we grow (in the number of products that we offer and in clients' awareness of us), we need passionate researchers, software developers, and other team members to join us for remote roles.

Responsibilities:

You will support them from proposal to delivery of results on some of the most complex and interesting custom projects. This will include but not be limited to:

Occasionally, you will be supporting and advising our users in the creation of their own market research using our platform, including consulting them via email and over the phone;

Work closely with different stakeholders within the organisation for internal and external projects;

Research on projects commissioned by clients;

Craft suitable/ relevant survey questions based on the topic of research to best achieve the desired results;

Data analysis and report writing;

Building client-friendly customised Excel models;

Preparation of meeting-ready presentation slides (i.e. PowerPoint report) by transforming survey responses into actionable data-driven consumer stories/ insights;

The administrative function includes but is not limited to image standardisation, open-end coding, exporting and importing data files and organise, collating and cleaning data files;

Survey testing: offer a great experience to respondents by ensuring the links and logic are working well and redirected accordingly;

Prepare documentation, algorithms, and other materials;

Occasionally, you will be supporting and advising our users in the creation of their own market research using our platform, including consulting them via email and over the phone;

Work closely with different stakeholders within the organisation for internal and external projects;

Requirements

Excellent proficiency in the English language, both spoken and written;

Keen interest in quantitative market research;

This role requires the applicant to have critical and logical thinking, good numerical and analytical skills;

Excellent skills in Excel (pivot table, formulas) - experience in working with large datasets;

Excellent skills in Statistics and familiarity with R (preferred), Python, or SPSS;

Applicant has to have at least 2 years of working experience in consumer insights or market research, statistical modelling and analysis;

Experience and knowledge of conjoint and MaxDiff analysis will be an added advantage;

Bachelor's Degree, with a preference for Statistics, Marketing, Mathematics, Sociology, or related;

Benefits

This job wins over working for a normal market research firm for the following reasons:

We aim not to do the same thing twice. If it needs to be repeated, we must automate it.

We are recognised as experts in the research methods that we do and clients will listen to your advice.

You will have opportunities for professional growth as fast as our operations grow.

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