



## **FREELANCE CONSUMER INSIGHTS & MARKETING RESEARCH ANALYST**

KSV is seeking a freelance research analyst to support strategic marketing efforts for our energy clients in the northeast.

### **Overview**

This is a freelance/contract role that will be responsible for supporting the Associate Director of Client Strategy. Candidates should be available for a 3-6 month contract and should be available to dedicate 20 hours per week.

The location for this role is flexible. Fully remote candidates considered with preference given to those in the eastern time zone.

### **Primary Responsibilities**

- Analyze raw quantitative data to highlight statistically significant findings and insights
- Analyze in-depth interview transcriptions to uncover relevant findings
- Should be familiar with reading crosstabs and have experience using SPSS for data analysis
- Compile consumer insight and marketing research findings into client-ready reports that focus on key insights, supported by relevant data points, charts, tables, and pull quotes
- Write marketing research surveys and interview discussion guides based on approved research methodologies and objectives

### **To Apply**

To apply, please send a resume and an example of previous work to AJ Powell (ajpowell@ksvagency.com) with the subject line "Contract Research Analyst Role".

