

**VACANCY:** **MOBILE RESEARCH COMMUNITY MANAGER**  
**COUNTRY:** **SOUTH AFRICA**  
**WEBSITE:** <https://www.mdi-global.com>  
**COMMENCES:** February 2023  
**EMPLOYMENT TYPE:** Permanent  
**LOCATION:** South Africa - WFH

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### **About MDI:**

MDI is an Australian owned multinational market research agency. We deploy market research via our proprietary mobile apps and utilise additional innovative technology for research deployment and analysis. We have offices in 7 countries ( spanning from Australia, Africa, USA and UK ) and deploy research across more than 40 countries around the world.

We focus on delivering insights to our clients in a fast, and cost-effective manner, while relying on technological advantages to ensure that the data on which these insights are based, challenges traditional research in its robustness, due to the in-the-moment nature of our research. We're a strategic insight consulting agency that conducts all types of insights-related work. We've carved out a reputation as the agency to work with when solid empirical evidence is needed to inform critical business and marketing decisions. We do this through a unique blend of evidence-based insights and consulting. Our philosophy is one of understanding our clients and the problem first, and then determining how to solve the business challenge in a way that's grounded in evidence. We play a hands-on role in helping our clients unlock commercial growth opportunities, evolve brand strategies, develop new ads and products, and inform social initiatives.

Our people are our lifeblood. We have a diverse team, from different backgrounds, who each see the world differently from one another. This is a beautiful thing that results in better outcomes for our clients, and a more enjoyable and intellectually rewarding process for us. We celebrate diversity, as it makes us stronger at solving problems and developing strategies for our clients.

### About the role

- Do you have an inquisitive mind and are you interested by human behaviour?
- Do you have excellent communication skills and are you passionate about word of mouth and digital marketing?
- Do you have excellent writing skills?
- Are you highly organised and can manage your time efficiently?
- Can you manage multiple tasks and be a great team player at the same time?

Community management in the context of our agency involves facilitating ongoing and purposeful two-way interactions with respondents via their mobile phones for the purpose of market research. The role involves managing multiple mobile based market research communities through-out Africa. The job will also include coordinating with our other Insights and Community Engagement Consultants in our offices across the globe.

Mobile research community management entails rapid turnaround of research insights and consistent engagement. The **Mobile Research Community Manager** must be reliable and responsive, willing to take on tasks with 24 to 48 hours' notice and to deliver outputs quickly and to a high-quality standard.

This is an exciting opportunity to start working in the mobile market research space and join the MDI team as we're looking to recruit a Mobile Research Community Manager, as an entry into our business. Training will be provided on the digital platforms, community management and engagement tasks.

*If this sounds like you, you're in good company, we'd love to explore the idea of having you as part of our team.*

**What requirements this role will need:**

You will have:

- At least 2/3 years' experience in similar role in a research agency
- Experience with customer support / technical (app) support
- Excellent excel skills and an affinity for working with technological platforms
- Excellent spoken and written English
- Would be an asset to be conversant on any additional languages
- Must be able to work independently and quickly
- Exceptional time management: you must be able to manage multiple tasks with short deadlines without losing your cool
- The ability to work to tight deadlines
- Task-oriented project management skills
- Very organised with a systematic approach/ability to keep track of workflow
- Proactive problem-solver, but not afraid to ask for assistance.
- A willingness to learn, a proactive attitude and strong communication skills
- Creatively think of ways to optimise mobile data collection and drive response
- Excellent attention to detail
- Proficiency in Microsoft Office – particularly PowerPoint (excel is a MUST)
- Knowledge of Mailchimp/Hootsuite would be valued

**Core responsibilities will be as follows:**

Community management & engagement

- Managing and Growing our Market Research Communities; working with recruitment agencies to recruit and on-board new community members (respondents),
- Working with researchers and operations to deploy survey and chat-based research.
- Engaging with consumers on the panel platform, monitoring level and quality of participation of panellists in tasks, with timely response to messages
- Maintain community member health, ensuring MDI has an active community.

- Creating, managing and updating relevant content to push out to the community to drive engagement, such as regular polls, status updates, community tasks, run competitions and prizes that support research projects
- Manage incentives/rewards for community members who fulfil task requirements
- Update daily project progress reports
- Identifying ways to streamline the community management process
- Helping to ensure surveys run on time & on budget whilst satisfying client expectations
- Suggest and devise creative ways to influence panellists to perform specific ongoing or ad hoc research tasks. Key elements of MDI's research are making things fun and engaging for consumers
- Assist in developing strategies to develop and grow MDI's mobile platform and communities

#### What we can offer you

- Career and capability development
- A variety of intellectually challenging and interesting work
- The ability to influence business decisions and shape strategy
- Tailored learning & development, with ongoing constructive and supportive coaching and feedback
- Opportunity to learn directly from senior leaders and partners
- Fun team events & social activities
- Market-leading flexibility – location and time of day

#### **Application procedures:**

If this sounds like the right role for you, you can visit our website to apply for the position:

**Subject Line:** Mobile Research Community Manager advert – click on the link to apply online.

You should have ready: Short letter of motivation on what makes you stand out from the crowd.

CV preferably no more than 2/3 pages

You will receive a confirmation email, and if you are shortlisted, we will be in touch to set-up a web interview.