

UAVACANCY:	SENIOR RESEARCH ANALYST
COUNTRY:	USA - LATAM
WEBSITE:	https://www.mdi-global.com
COMMENCES:	ASAP
EMPLOYMENT TYPE:	Permanent
LOCATION:	Buenos Aires region preferred - WFH

ABOUT MDI:

MDI: Driving Insights with Innovation

MDI (Mobile Digital Insights), an Australian-owned multinational market research agency, is rapidly growing and extending its reach. We specialize in mobile in-the-moment research, pioneering research methodologies through our proprietary mobile apps and cutting-edge technologies. With a global presence operating across 50 countries, we deliver fast, cost-effective insights that challenge traditional research methods.

Innovation at the Core

Our in-the-moment research approach ensures robust, real-time data, empowering clients with evidence-based insights for critical business and marketing decisions. As strategic insights consultants, we blend empirical evidence with consulting expertise to unlock growth opportunities, evolve brand strategies, and drive impactful initiatives.

Diverse Perspectives, Powerful Solutions

At MDI, our diverse team brings varied viewpoints to the table, fostering better outcomes for clients and creating an intellectually rewarding environment. Celebrating diversity fuels our problem-solving abilities, enabling us to craft strategies grounded in evidence while embracing unique perspectives.

Join Our Vision!

If you're a strong research-centric analyst, driven by innovation, diverse thinking, and a passion for shaping impactful strategies, MDI welcomes you to be part of our dynamic team.

ABOUT THE ROLE

This is a demanding research role in a rapidly growing global company.

- Do you have an inquisitive mind and are you interested by human behaviour?
- Do you have excellent communication skills?
- Do you love playing with data to find new insights?
- Can you manage multiple tasks and be a great team player at the same time?

If yes to all the above, then this is an exciting opportunity to start working in the mobile research space and join the MDI team as we're looking to recruit a **Senior Research Analyst**, , preferably based in the **Buenos Aires region**. This is a WFH position.

The **Senior Research Analyst** role involves designing, managing, analysing and reporting on research for our clients.

Because our team is light, and we work in a virtual, agile way, you will find yourself collaborating with team members across the globe on a regular basis.

You are encouraged to have a "Can do it!", "Hands on" attitude.

To be successful at this role, you will have:

- At least **5 years'** experience in a senior level in a research agency – is a must.
- **Previous qualifications** in the field of sociology, statistics, anthropology etc.
- **Robust agency side** - market research experience with a solid understanding of qualitative research processes and knowledge of quantitative research.
- **Fluent in English** – is a must. Proficiency in Portuguese (beneficial).
- **Project management skills:** hands on end-to-end in managing projects from inception to completion, ensuring seamless execution and comprehensive delivery of results.
- **Questionnaire design and programming**, data checking and reporting experience. I.e. Quatrics and Survey Monkey.
- **Digitally savvy** – working on P.point, Advanced Excel. Preferable to have SPSS or any statistical programmes. Analysis of information through Dashboards: Power BI, Tableau, Displayr etc.
- **Proactive creative thinker** and strong communicator with good presentation skills, capable of conveying complex concepts in a clear and compelling manner.
- Attention to detail must be strong.
- The ability to work within tight deadlines.
- Flexibility to work collaboratively as well as autonomously.
- **Proactive problem-solver**, but not afraid to ask for assistance.
- **Analytical Skills:** Strong analytical and problem-solving skills to interpret data and provide actionable insights.
- **Industry Knowledge:** Solid understanding of market research methodologies and industry trends.
- **Hands on approach:** The ability to work as part of a team in collaborating, supporting, encouraging and challenging your peers.

KEY PERFORMANCE AREA'S WILL BE AS FOLLOWS:

Reporting to the **Senior Insights Manager: LATAM – Santiago Marti**, and a dotted line to the **Managing Director: Salvador Mata Garcia** your key roles and responsibilities would include:

Research Design:

- Questionnaire design and development as well as scripting
- Checking questionnaires before deployment to ensure an optimal consumer experience and no mistakes present
- Deploying quantitative or qualitative discussion tasks on our mobile platforms

Project Administration:

- Coordinating projects from the design phase through to fieldwork, data extraction and reporting.
- Highlighting any project or client concerns with line management to ensure seamless client service.
- Building strong relationships with suppliers to ensure the best project outcomes for MDI.
- Ensuring specific tasks are completed on budget and on time.

Reporting & Insights Delivery:

- Writing reports incorporating all elements of reporting, such as the analysis requirements, inputting into ppt, checking quality, assisting with report commentary and summary.
- Providing insight recommendations that align to the client's research and business objectives.
- Report automation to help produce quality and timely reporting.
- An understanding of PowerBI, DisplayR dashboards or Advance Excel as deliverables to clients and/or to speed up internal reporting processes, would be a benefit.

Analysis:

- Ensure data quality processes are in place for all applicable data sets.
- An understanding of what: Data cleaning, weighting, merging and analysis of occasion level and respondent level data sets.
- A good knowledge of Advanced modelling including segmentation, driver, volume and value analysis, would be a benefit.

Client Management:

- Building strong relationship with client to ensure the best outcomes for both client and MDI.
- General communication with client to discuss progress, updates, changes and queries.
- Communicating client changes/expectations to the internal project team.
- Highlighting any concerns with management to ensure seamless client service.

What we can offer you

- Remote working, not office based.
- Career development and progression
- A variety of intellectually challenging and interesting work
- The ability to grow with the business
- Tailored learning & development, with ongoing constructive and supportive coaching and feedback
- Opportunity to learn directly from senior leaders and partners
- Virtual Team challenges and a great company culture

JOIN THE MDI FAMILY - TO LOVE WHAT YOU DO EVERY SINGLE DAY!