FORS|MARSH GROUP

Job Description for: **Senior Market Research Specialist**

Fors Marsh Group LLC (FMG) is an applied research consulting firm based in Northern Virginia. Our primary mission is to leverage the benefits of applied science and research in the organizational decision-making process. As a thriving small business, we are committed to providing growth opportunities to our employees, expanding their areas of competence, and challenging them to provide the best possible research for our clients.

FMG is seeking a bright, motivated and experienced professional needed to work as part of a growing advertising, marketing, and communication evaluation team. Current projects include: a) developing a communication framework to reduce negative environmental impact, b) evaluating the effectiveness of anti-smoking advertising campaigns, and c) testing the impact of direct to consumer advertising of prescription drugs.

Responsibilities include:

- Contributing to the design, execution, and interpretation of social-psychological, marketing, advertising and communication research
- Preparing written research reports and articles summarizing qualitative and quantitative research findings
- Conducting univariate and multivariate analyses
- Participating in strategic planning and assisting with development and procurement of future work

Qualifications:

- Masters or PhD in Marketing, Advertising, Communication, Social/Behavioral Sciences, or related field required
- Thorough understanding of the psychological, social, and perceptual theories that influence marketing, advertising, and communication effectiveness.
- At least 5 years of market research industry experience evaluating the effectiveness of marketing, advertising, and communication efforts required
- Academic and applied experience with a wide array of new product, brand, advertising and customer satisfaction research methodologies
- Demonstration of strong verbal and written communications skills
- Ability to work effectively independently and as a team member
- Knowledge of at least one statistical analysis software package (SPSS and STATA are preferred) and Microsoft Office computer software applications
- Applicants may be subject to a low-level government clearance

We Offer:

- Engaging and highly-visible work
- A highly collegial and intellectually stimulating work environment
- A company culture promoting work/life balance
- A very competitive benefit/compensation package

Candidates should email their resumes, salary requirements, and availability to employment@forsmarshgroup.com.