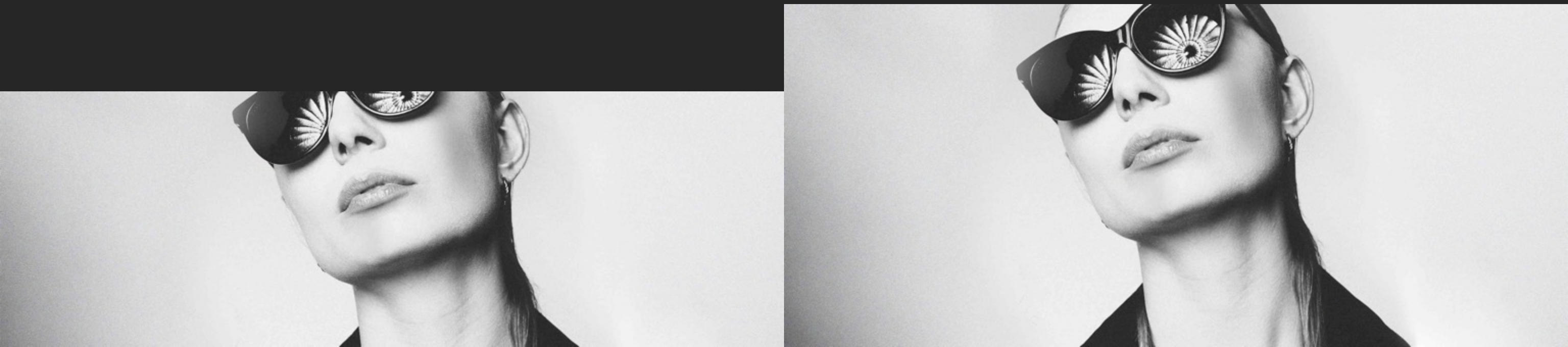


Welcome to Zeitgeist Research

# Qualitative Research Manager

2023

ZEIT GEIST  
R E S E A R C H



Manfred Bluemel, Ph.D.,  
Zeitgeist's founder, was head  
of global consumer insights at  
**Amazon** for eight years, where  
he was inspired by Jeff Bezos'  
philosophy of customer  
obsession.

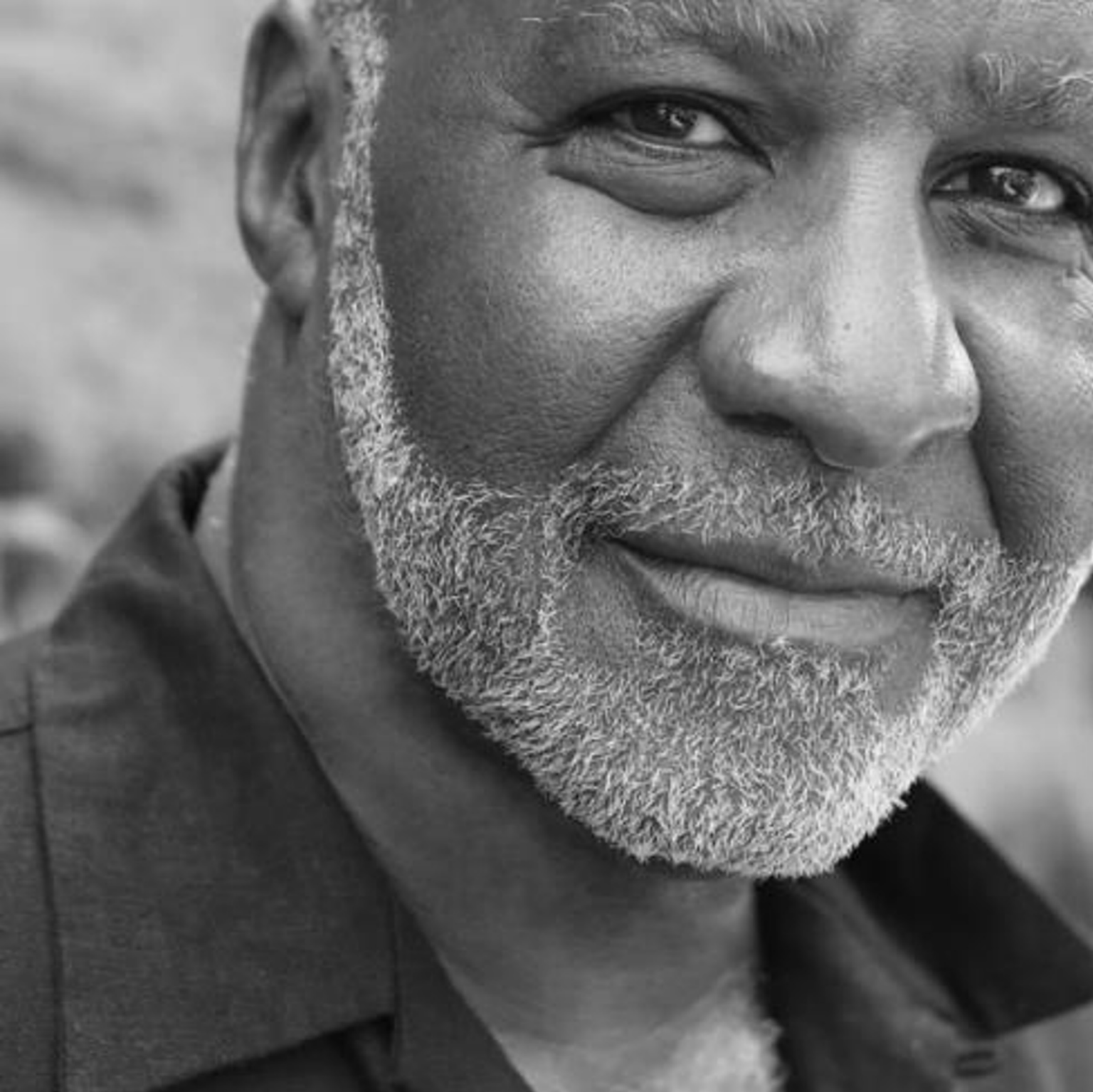
**And it shows: Zeitgeist's 2022 **client satisfaction rating is 9.56!****



01

# WHAT MAKES US DIFFERENT





## **Experienced Trusted Partners**

We believe that experience gives us perspective and allows us to be trusted partners, not just data generators.

## Agility and Consistency

We are a **boutique** research company and are flexible and agile to meet our clients' needs for qualitative and quantitative projects while offering one central point of contact during a project.





## Work-Life Balance

- 100% work from home;  
No going back to the office! Ever.
- Relaxed working style with minimal supervision.
- Small team with no “silos.”
- Wide variety of industries with a diverse client base from Fortune 500 companies to ad agencies.



02

# QUALITATIVE RESEARCH MANAGER

## Qualitative Research Manager

The role is rooted in the development of client relationships, and outstanding strategic and qualitative research skills. The job requires at least **three years of experience** with a proven record of successful project design, management and execution, and leadership experience.





## Conduct The Symphony AND Play First Violin!

This is not just managing the process but doing hands-on work by having “boots on the ground.”





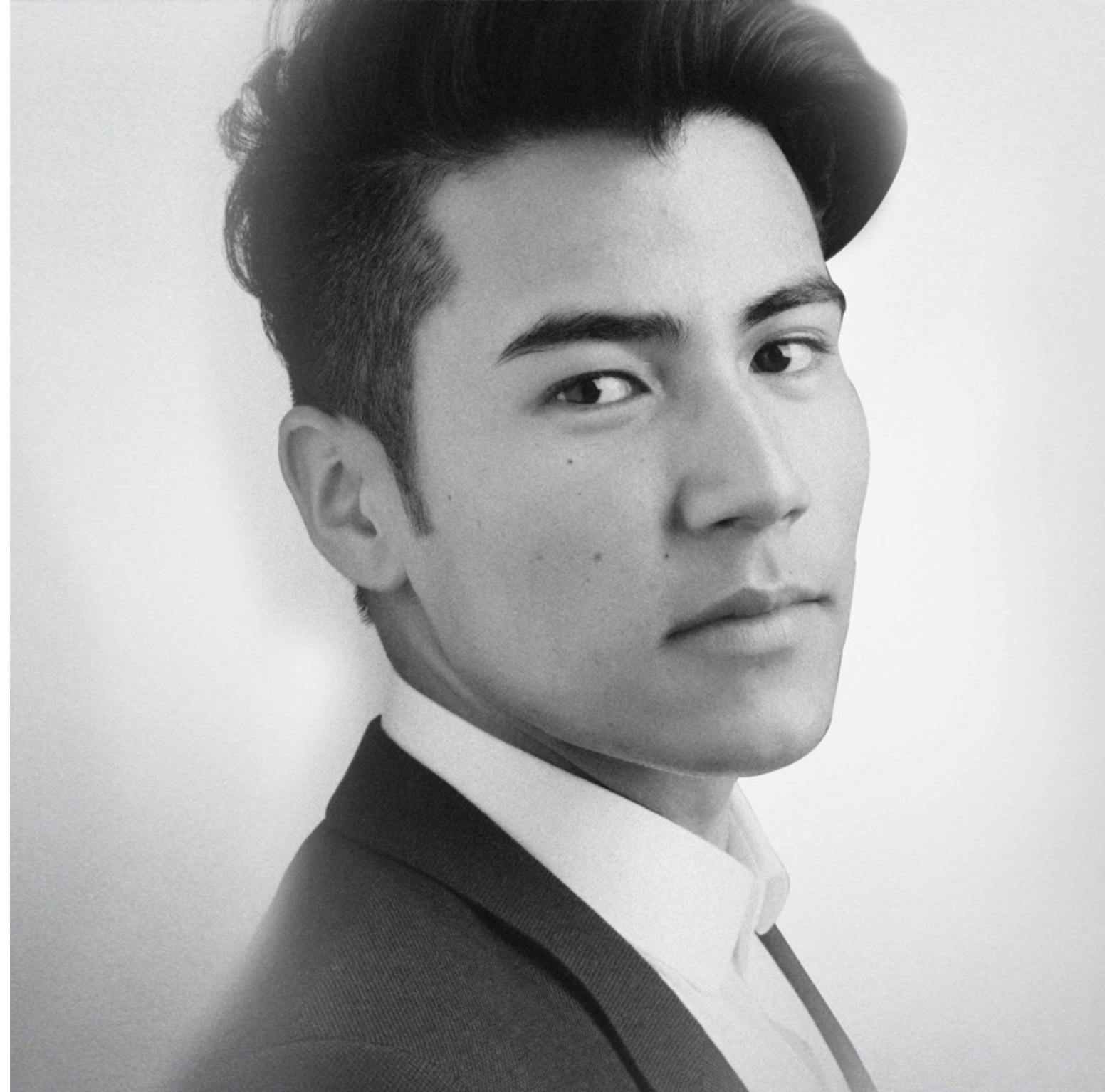
## What You Will Do

- Overall, for some clients, manage the entire project from **start to finish**, including vendors, contractors, and team members, and support the VP of Strategic Research on key accounts with project management tasks, writing screeners, discussion guides, and reports. .
- **Recruitment**: Manage the project recruitment process by writing screeners, programming screeners using an online tool, conducting screening and follow-up phone calls and managing quotas. This role will also manage external recruiting vendors.



## What You Will Do. Continued

- Write discussion guides, analyze, and write reports including key insights, conclusions, and strategic recommendations that address our client's business questions.
- Take detailed notes from IDIs and focus groups and synthesize those notes into succinct summaries.
- Manage vendors across the project lifecycle, including recruiters, focus group facilities, transcription providers and other vendors as required.







## What You Will Do. Continued

- Be the “back-room” support and client liaison for in-person focus groups.
- Act as a point of contact with clients, actively build personal working relationships and support the overall client relationships pre- and post-projects.
- Manage all quality control throughout the project lifecycle.
- Spearhead innovation for online qualitative research

## Reporting

The role reports to the head of research.



**03**

# **WHAT YOU SHOULD BRING TO THE TABLE**





## What You Should Bring To The Table

- Bachelors or advanced degree in business, psychology, sociology, journalism, or related field
- Minimum of 3 years of professional qualitative market research experience; supplier side is a plus
- Strong qualitative research and project management skills
- Exceptional follow-up, written and oral communication skills





## What You Should Bring To The Table Cont.

- A genuine curiosity and interest in understanding how people and brands interact.
- Willing to learn and work with other internal company tools as needed.
- Ability to travel up to 30% for in-person research, some international travel required.



04

# BENEFITS





## **Benefits: Time off: 6 weeks**

- Vacation: 3 weeks
- Personal Time Off: 1 week
- Paid holidays: New Year's Day, Martin Luther King Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Black Friday
- Christmas – New Year's

## **Other Benefits**

- Health care reimbursement (HRA)
- Retirement Plan (Simple IRA)



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Thanks for taking the time to learn more about us.

# Let's Talk.

**Apply via Google Forms**

**Click to apply**