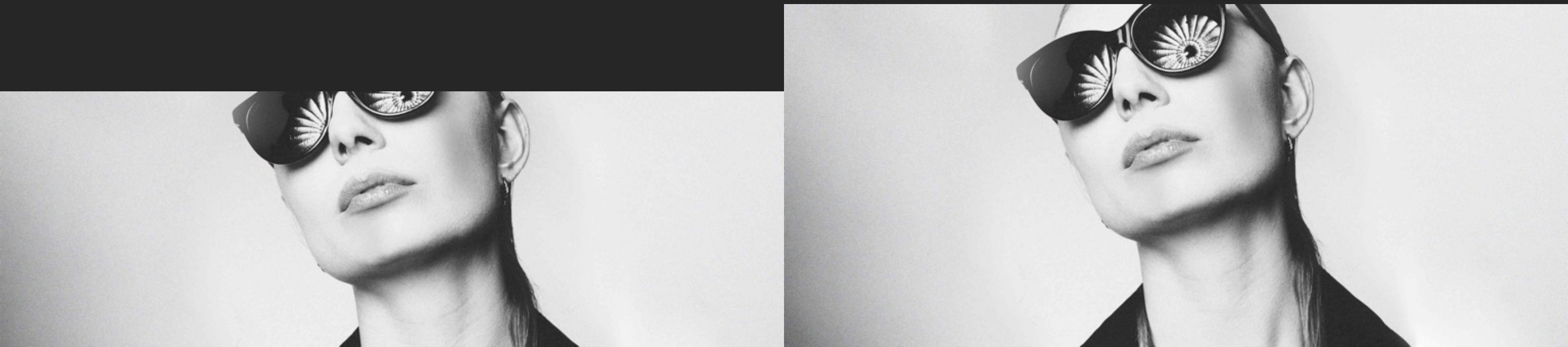


Welcome to Zeitgeist Research

Qualitative Research Manager 2022

ZEIT GEIST
RESEARCH



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 2021 client satisfaction rating is 9.56!



01

WHAT MAKES US DIFFERENT



Experienced Trusted Partners

We value experience, so each client researcher has **at least five years** of experience. 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!
- 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, effective team management, and outstanding strategic and qualitative research skills. The job requires at least **five years of experience** with a proven record of successful project design, execution, and leadership experience.



Conduct The Symphony AND Play First Violin!

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





What You Will Do

- In their **support role**, the Qualitative Manager will generate drafts of key research documents, including screeners, discussion guides, and reports, with direction from the Senior Director.
- In the **lead role**, the Manager will take ownership of all stages of the research process, including recruitment, conducting in-depth interviews and focus groups, generating reports, and managing the project and the client.

What You Will Do. Continued

- **Support** the Senior Director in generating screeners and discussion guides, analysis and synthesis, and report development
- Manage the **recruitment** process for all projects
- Act as “**back-room**” manager for focus groups
- Set up, conduct, and manage focus groups, IDIs, in-home interviews/ethnographies, shop-alongs, and other in-person or virtual qualitative projects.





What You Will Do. Continued

- Develop final **reports**, including key insights, writing conclusions, and highlighting opportunities or strategic recommendations.
- Attend **client meetings** and presentations, act as a **point of contact** with clients, actively build personal working relationships, and support 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 Senior Director of the Qualitative Analysis Team.



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 5 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

Benefits Cont.

- Health care reimbursement (HRA)
- Retirement Plan (Simple IRA)
- Home office stipend
- Continuous education/attending national conferences





ZEIT **GEIST**
R E S E A R C H

Thanks for taking the time to learn more about us.

Let's Talk.

Apply via Google Forms

Click to apply