

# social research associate



## Our people, and their passion for client success, serve as the foundation for all we do.

**We're compelled to understand consumer behavior—what motivates choice, what drives satisfaction, what delights—and to help businesses succeed and grow based on that understanding.** We apply this knowledge to challenges and opportunities for iconic brands across industries that include Energy, Healthcare, Financial Services, Consumer Products, Retail, and more.

If you're like-minded, and share our passion for market intelligence, we're eager to hear from you! We have a great entry-level opportunity in our Social Research Group at our headquarters in Winston-Salem, NC.

A Social Research Associate supports and participates in interacting with consumers in person and online in an effort to understand how and why consumers interact with the products and services they use. This understanding helps our clients improve their offerings to increase customer satisfaction.

**Responsibilities for this position** include providing operational and logistical support in all aspects of our Social Research Group studies, and:

- Serving as an online research panel representative
- Moderating online forums and live chats
- Monitoring overall health of the panel
- Designing research activities to meet client objectives
- Developing research analysis plans
- Conducting quantitative and qualitative analysis
- Cleaning and coding responses to open-ended questions
- Creating graphs, charts for reports, and tables
- Ensuring quality of client deliverables
- Doing social media listening

Plus other responsibilities in support of the market research projects we perform for our clients.



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## **Skills/Qualifications:**

- Great work ethic!
- Excellent attention to detail and commitment to superior quality work
- Experience with web development, graphic design, or UX is helpful
- Strong abilities in multitasking, organization, prioritization, and working under tight deadlines
- Excellent written and oral communications skills
- Collaborative team member
- Proficiency with MS Office, Excel, and PowerPoint required; SPSS helpful
- Critical thinking/analytical ability; skilled in questioning results and taking the initiative to investigate the “why”
- Creative thinking with the ability to take complex data and design simple visuals
- Experience with social research including development, monitoring, and overall success of online panels and communities is helpful
- Familiarity with social media platforms, tools, and basic analytics is preferred
- Market research experience helpful
- BS/BA, with major in relevant field preferred
- Ability to travel, mostly in the U.S., as projects might require
- May require weekend, early morning, or evening work in addition to regular office hours

Candidates must be lawfully and fully (without restriction) employable in the United States, either by citizenship or by authorization from the Department of Homeland Security and the Labor Department.

Qualified candidates: please send **RÉSUMÉ, SALARY REQUIREMENTS, AND A COVER LETTER** indicating how your skills and experience match our requirements to [careers@bellomy.com](mailto:careers@bellomy.com)

Include Social Research Associate in the subject line. No phone calls please.