

Research Analyst Role

Role: Research Analyst

Position type: Permanent, full-time

Location: NYC (hybrid work schedule)

About Opinium:

With global offices in New York, London, Amsterdam, and Cape Town, OPINIUM is an award-winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, the Opinium team is passionate about empowering clients to make the decisions that matter. Opinium works with organizations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We design the right research approach and methodology to deliver robust insights, strategic counsel and targeted recommendations to generate change. Opinium’s consultants are experts in political, financial services, tech, industrial, healthcare and consumer packaged goods research.

We pride ourselves on innovative research solutions and excellent customer service; have an enviable list of clients and ambitious growth plans.

We care deeply about fostering a positive and inspiring company culture. For more on our company values, click [here](#).

“When measuring success, revenue growth and employee wellbeing should go hand-in-hand. It’s the only way to build an insight agency that clients want to work with. We’ve placed our people where they rightfully belong: at the heart of our business.”

– James Endersby, CEO, Opinium

The Role:

Opinium is looking to add an ambitious and entrepreneurial entry-level Research Analyst (0-1 year of Market Research experience) to its New York-based team to continue accelerating our business growth by attracting and retaining clients across the US. This role requires the drive to experiment with new business outreach models to continue growing our client base as well as the intellectual curiosity to design and execute research projects from brainstorm to analysis and client delivery.

As we are a rapidly growing small (yet mighty!) team here in the US with a startup mentality, you must demonstrate an eagerness to learn and proactively seek out ways to help improve and take ownership of processes—from helping find and nurture leads, to assisting in putting together project proposals and pitch materials, to carrying out quantitative and qualitative research projects.

In this role you will need to get your hands dirty with all aspects of the survey data collection and client delivery process, from scripting surveys, to managing sample vendors, using internal survey tools to parse and analyze data, to producing client deliverables.

As part of a new and growing team on the ground in New York, you will be joining 4 wonderful colleagues in NYC. That said, you will work completely collaboratively as one agency with Opinium's teams in London, Cape Town, and Amsterdam on most projects. You will have the opportunity to help shape the strategy and direction of Opinium's US business. Given the broad nature of this role, success requires a positive, collaborative attitude and eagerness to jump in across both research and business development tasks. We hope that this new hire will grow alongside us as we scale the US business. As such, the role comes with significant growth opportunity.

Key Responsibilities and Essential Functions: Research & Business Development

- Support on designing and running quantitative and qualitative primary research projects
- Manage the process of scripting written questionnaires into online surveys
- Deploy surveys in collaboration with sample providers and monitor survey sample collection progress using our online platform
- Generate sample proportion targets using the Census and other verifiable sources
- Use internal tools to take collected sample data and process it into different client facing products such as PowerPoints, Excel tables, and written analysis reports.
- Liaise with collaborators and clients and act as the main point of contact for day-to-day aspects of research projects
- Assist with outreach to new potential clients/leads and with engagement of existing clients
- Develop potential new business opportunities through client briefing calls (and eventually in-person meetings), responding to inbound enquiries for information and proposals
- Assist in seeking out new leads, maintaining our US CRM, and managing client pipeline
- Help draft sales material, including, client proposals, marketing documents, and case studies

Desired Skills:

While what we're really looking for is someone just as excited about this opportunity as we are, some of the following would be beneficial:

- Strong client service, project management, and presentation skills
- Thrives in a fast-paced, high pressure, entrepreneurial environment (Hustle, humility, a positive attitude, and sense of humor are a must)
- Intellectual curiosity; ability to synthesize data and articulate insights
- Excellent verbal and written communication skills
- Knowledge and interest in marketing, communications, data, branding, or public affairs
- Passionate about the opportunity to build an exciting and fast-growing business that truly cares about its people, clients and the world around it
- Ability to manage multiple projects independently, strong time management skills
- Not required but a nice to have - experience designing, executing and analyzing survey research (or other quantitative data sets)
- An interest or familiarity with survey research and its methods (highly valued, but not required)
- BS/BA or equivalent
- Comfort in Excel and PowerPoint (especially chart creation)
- Comfort with basic statistics (percentages, means, etc)
- Prior education or training with regards to survey research

What We Offer:

- Generous vacation policy
- Subsidized healthcare after 3 months
- 401k after 3 months with employer match
- Bonuses (dependent on company and individual performance)
- Commission scheme for clients brought in through personal connections and networking to complement competitive base pay
- Flexibility around remote work and flexi-hours (We are currently all going into the office two days per week, though you have access to the office any day you like. We also offer flexibility if you'd like to work remotely from somewhere outside of NYC on occasion.)
- Business casual dress code
- Occasional work travel to our HQ in London (This September the entire global team is flying from New York, Cape Town, and Amsterdam to our HQ in London for our agency conference and then to Lisbon to celebrate the company's 15-year anniversary! We're so excited...)
- Workplace and off-site social gatherings (As a holiday outing this year we went to see Wicked on Broadway! Every first Thursday of the month we plan a team outing. This has included going for cocktails in the area, going to eat soup dumplings, etc!)
- Professional learning and development opportunities
- Paid maternity/paternity leave
- High-growth work environment
- Friendly, fun, and collaborative team-based work environment
- Tenure and performance-based equity opportunities (We've given away 33% equity in Opinium UK to people working in the agency and eventually 50% of the business will be owned by our employees. We are currently setting up a similar model in our US office.)

Learn more about our growth trajectory [here!](#)

Opinium is committed to a work environment that is inclusive to all and free of discrimination. We are an equal opportunity employer without regard to race, color, religion, sex, age, national origin, disability, sexual orientation, gender identity or expression, genetic predisposition or carrier status, veteran status, citizenship status or any other factors prohibited by law. Opinium will provide reasonable accommodations for qualified individuals.

To apply:

Please send your resume along with a cover letter explaining why you'd like to work at Opinium and why you think you'd be a good fit for this role to recruitmentUS@opinium.com.