

Marketing Research Internship - Part time

Location: 100% Remote, Flexible

Position Summary: The Marketing Research Intern will primarily assist and support the Associate Marketing Coordinator. The position will be focused on market research, survey development, execution, and analysis. The intern will be provided with training necessary to be successful in the role and must be comfortable interfacing with stakeholders via phone. This position will require approximately 10 hours per week. This is an unpaid internship.

Essential Functions:

- Conduct competitive analysis for internal and external partners
- Assist with the research and preparation of statistical reports and consolidate information into cohesive and understandable correspondence for decision-making
- Assist in the development and production of template presentations and reports for clients.
- Assist with the preparation of analytical and trend reports; Create graphics to enhance reports
- Assist project coordinator with other responsibilities to ensure project goals and deadlines are met

Knowledge, Skills, Abilities:

- Proficiency with the Microsoft Office suite including Word, Excel, and PowerPoint
- Experience with qualitative and quantitative data is a must
- Experience summarizing and reporting findings from data
- Capable of managing and prioritizing a variety of tasks
- Familiarity with survey platforms and statistical programs are preferred (Survey Monkey)
- Excellent communication, customer service, interpersonal and problem-solving skills
- Comfortable working in a fast-paced environment
- Self-starter, able to simultaneously manage multiple projects, own deliverables from start to finish
- Knowledge of market research practices and statistics

Education: Bachelor's Degree or a current student working towards a degree in Marketing, Psychology, Statistics, or related field.

PivotPath is an equal opportunity employer. All qualified applicants will receive consideration without regard to status as a protected veteran or a qualified individual with a disability, or other protected status, such as race, color, sex, gender, sexual orientation, religion, creed, national origin, marital status, citizenship status or age.