



SENIOR ANALYST, CONSUMER RESEARCH DIGITAL & MOBILE MEDIA

Interpret, LLC (www.interpretilc.com) is a leading consumer market research and consulting firm focused on the intersection of traditional and new media. Our clients include the top global media and entertainment companies, including most of the major motion picture studios, video game publishers, online content portals, mobile networks, as well as advertising agencies and media planning firms. Interpret is one of a handful of firms with recognized expertise in motion picture, DVD/Blu-ray, digital download/streaming, high-definition TV, videogame, mobile, and in-game advertising research. We are among the fastest-growing firms in the research industry.

- Recent projects include a study on the potential for mobile and portable content, a 14-country study of the home entertainment market, new product concept testing for a cell phone manufacturer, price elasticity modeling for a digital content download service, and a major study to optimize the effectiveness of ads in videogames.
- Approximately 50% of our work is outside the US, focused in Europe and Japan.
- The firm is based in Santa Monica, California, with offices in New York and London.

Company Culture:

As a team of intelligent, intellectually curious, motivated analysts, Interpret has a collaborative, "business 2.0" culture. The office is young, open, and casual, and located a mile from the beach in Santa Monica. Some of our core values:

- Research should be creative. We embrace collaborative, breakthrough analysis, not "cubicle culture."
- Roles and responsibilities are based on merit: entrepreneurial, not bureaucratic; clear path to career advancement.
- Collaborative work ethic and belief that a bright group of people can accomplish more working together than alone.
- Project management is a proactive activity. If something needs to be done, do it, even if it takes a few hours over the weekend. If it can wait, get out of the office and enjoy life.
- Commitment to continued learning: daily mentorship training; the firm's Interpret University holds bi-weekly classes in new methodologies, industry trends, and research skills, often bringing in outside speakers.
- Success = Intellectual curiosity + grounded business fundamentals. We run the business for the long-term.

Job Description:

This is an excellent growth opportunity for a talented, driven analyst to take the "next step" in their career. The **Senior Analyst, Consumer Research** is responsible for managing market research studies for digital media, mobile, and home entertainment clients across a wide variety of consumer research projects, including market segmentation, price elasticity research, attitude & usage studies, ethnography, product strategy, and creative testing. The Senior Analyst will support all facets of market research projects, including: writing proposals and questionnaires, managing studies in field, analyzing data, writing client reports, and acting as daily project contact for clients. The Senior Analyst should be entrepreneurial and self-motivated, with an aptitude for business problem solving and a strong desire to learn new research methods and develop category expertise. This position reports directly to the VP, Strategy & Analysis. There is considerable opportunity for growth in this position. The firm's policy is to promote from within; we would plan to hire a Senior Analyst candidate who we believed could eventually be groomed to manage key client accounts from a strategic and tactical standpoint.

Specific Skills Required:

Superior client management/interpersonal skills

Recent or current experience in supplier-side custom consumer research

Desire to be part of a client service and project management team

Passion for entertainment and media (prior experience a plus, but not required)
Deep intellectual curiosity

Other requirements:

- Bachelor's Degree or Master's Degree
- 2-4 years prior experience in custom consumer marketing research (preferably 2+ years supplier-side), with the proven ability to manage the survey research lifecycle, from writing questionnaires to managing fieldwork to creating reports.
- Strong verbal and written communication skills

Salary Comments: Competitive salary + performance bonus + standard benefits (health, dental, 401(k), vacation, disability)