



**Position:** Research Associate  
**Available:** Immediate  
**Instructions for applicants:** Email your resume, salary history and cover letter to [resumes@mckinley-advisors.com](mailto:resumes@mckinley-advisors.com).

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McKinley Advisors, a leading association consulting firm, has an immediate opening for a research associate. This is an excellent opportunity to join a fast-growing firm in a key role with unlimited potential for career advancement. McKinley's core business areas include research, consulting and outsourcing, with a wide variety of project types including market research, marketing strategy, communications and branding, pricing, strategic planning, and organizational development.

**Job Overview:** The Research Associate provides research and project management support to ensure excellence in McKinley's research initiatives. The position, which reports to the Senior Research Manager, requires excellent quantitative and qualitative research skills, the ability to work independently and with a team, strong analytical abilities, and strength in managing multiple priorities.

#### **Core Job Responsibilities**

- Provide day-to-day support for McKinley's research projects
- Proactively work with project leads to understand research needs
- Conduct analysis of data to identify most relevant findings and segment-specific trends
- Contribute to project deliverables with key findings and analysis from research
- Assist Research Manager in developing standards and procedures that ensure efficiency and effectiveness across all research functions
- Assist with writing, proofreading, formatting, and other requests as needed
- Develop and maintain an understanding of the association industry and topical areas such as membership and marketing

#### **Quantitative Research**

- Upload e-surveys and test functionality
- Manage survey process by launching survey, sending reminders, corresponding with participants, and providing status updates to project leads
- Prepare survey data for statistical analysis and reporting
- Run crosstabs and filters on survey data and produce summary findings
- Categorize open-ended survey responses and report using bullets and tables
- Conduct analyses and create reports with key findings, charts and tables summarizing results

#### **Project Support**

- Identify key milestones in the quantitative research function and develop a work plan template to be incorporated into overall timelines

- Provide as-needed qualitative research support
- Assist Senior Research Manager with ad hoc requests

**Required Experience and Skills**

- Bachelors degree
- Minimum of 2 years proven market research experience
- Familiarity with web-based survey software systems
- Knowledge of statistical software programs such as SPSS or SAS
- Superior written and verbal communication skills
- Demonstrated creative problem solving abilities
- Flexible approach to the changing nature of work
- Ability to work effectively both independently and in teams
- Professional demeanor and cooperative spirit

McKinley offers excellent benefits, business casual attire, and a progressive work environment that rewards creative thinking and hard work. For more information, please visit [www.mckinley-advisors.com](http://www.mckinley-advisors.com)