

Position: Market Research Intern (full-time)

Coherency Marketing seeks an intern (full-time, may consider part-time based on experience) to assist with quantitative and qualitative market research projects across a diverse set of clients in industries such as entertainment, financial services, and CPG. As an intern, you will be involved in research projects from beginning to end stages, helping with tasks such as proposal development, questionnaire writing and editing, project management, data analysis, reporting, and deliverable development. You will be an integral part of our agency's collaborative approach, contributing to working sessions and development of design-based deliverables, in addition to assisting with inter-agency marketing and administration tasks. In this role, you will develop foundational market research skills, with the unique benefit of gaining exposure to both qualitative and quantitative research. This is a paid internship – you must be available 40 hours a week (30 hours may be considered based on experience).

Job requirements:

- Must have bachelor's degree; Prefer graduate school degree or current grad school enrollment but not required (Please include GPA on resume)
- Prior experience or coursework in marketing or market research required; Applicant must have basic knowledge of what consumer research is
- Must have strong verbal and communication skills; Candidates may be asked to submit writing or presentation examples
- Strong PowerPoint, Excel, and Microsoft Word skills required
- Knowledge of statistics and familiarity with SPSS and R a plus
- Ability to translate complex data findings into simple, visually appealing infographics a plus

Who you are:

Coherency is looking for candidates who have a natural drive to understand human behavior and a passion for all things consumer insights. You should be enthusiastic about providing brand and business strategy solutions across a diverse set of client spaces, including but not limited to entertainment, financial services, retail, health care, travel, automotive, gaming, personal care, and CPG. Excellent communication skills, extreme motivation, and a natural tendency for organization are key to success in this fast-paced research environment. You should also have capacity to work on multiple projects and to create deadline-driven deliverables in a timely manner. Finally, strong Excel and PowerPoint skills, and comfort multi-tasking are necessary components of this role.

In addition to being involved in quantitative and qualitative research projects, you may be asked to collaborate with Coherency's PR team, so experience and enthusiasm around public relations and media is of value.

You should have a bachelor's degree in marketing, media, consumer science, business, psychology, data science, or some related field, and a graduate degree or current graduate school enrollment is preferred.

Specific tasks:

- Contribute to development and design of research proposals for new project opportunities

- Assist with logistics for qualitative and quantitative research projects, including managing vendor relationships, assisting with facility interaction, and monitoring recruitment and fielding
- Help develop, edit, and proofread screeners, discussion guides, questionnaires, and reports
- Do quality control checks for survey links (checking for spelling, grammar, and correct skip logic programming)
- Assist with data cleaning, processing, and analysis
- Help develop and manage client-specific dashboards and databases
- Contribute to the development of deliverables, including writing, chart/table creation in Excel, PowerPoint design, and proofreading

Skills you bring to the table:

- Excellent attention to detail
- Organization and ability to multi-task
- High level of proficiency in Excel, PowerPoint, and Word
- Excellent writing and communication skills
- A fast learner who works well independently but also collaboratively
- Extreme motivation
- Positive “can do” attitude
- Problem solving skills
- Deep intellectual curiosity and a passion for lifelong learning
- Creative flair for presentation design a plus
- Analytic skills and experience with SPSS and R is a plus
- Bachelor’s in marketing, media, consumer science, business, psychology, data science, or some related field; post-grad education a plus

Who we are:

For more than a dozen years, Coherency has been helping world-class clients across all industries understand what emotional and rational drivers make consumers tick. We are a marketing insights and strategy firm with a robust suite of quantitative and qualitative research tools designed to decipher emotional connections that lie at the heart of consumer behavior. In other words, Coherency is helping to connect the heart and mind of the consumer. Further, we strive to uncover rich, actionable insights across a large range of research needs. Coherency has a strong reputation for creating and delivering innovative research capabilities by using proprietary tools such as Coherency’s LoveQuotient, Interactive Survey Tool, and Real Time Chatter. Coherency is based in Los Angeles, with offices in New York as well. For more information, visit www.coherency.com.

To apply for this position, please send your resume and an optional cover letter to lbeavin@coherency.com.