



**drive**research

# **Quantitative Fieldwork Coordinator**

## Job Description

**2024**

**Better data.  
Better decisions.  
Better strategy.**





# Quantitative Fieldwork Coordinator



## Summary

An opening for a key player on our team in a growing market research company. Work with the research team to help execute our quantitative research. There is an opportunity for tremendous growth in this role for the right person.

You'll be assisting with all things market research including working directly with the research team and our clients, managing programming and fieldwork, and other tasks. In this role, you'll have heavy involvement in many of our market research projects, working as an intrapreneur to grow our company together.



## About Drive Research

Founded in 2016, our market research company treats every client project as more than a job. We bring a level of attention and expertise to our client's projects that we would bring to our own business. It is what makes us stand apart.

We do things differently than most market research companies. We take pride in helping businesses and making our clients more successful by extracting insights from the data we collect to accelerate business strategy.

We live and breathe the simple strategy of listening to customers wherever possible, and we think all of our clients should, too. We believe in centering our business around client projects by using the data to guide decisions. Nothing is more genuine, actionable, aligned, or beneficial. We love numbers, too. And coffee.



## Position Requirements

- Based in the U.S.
- 5+ years of experience specific to market research
- Understanding and previous work with market research
- Knowledge of programming software (i.e., Alchemer) and sample vendors
- Knowledge of Microsoft Office - PowerPoint, Excel, and Word
- Bachelor degree with a focus in business administration, marketing, market research, communications, or a related field is preferred



## Skills and Responsibilities

- Organized and takes ownership of work
- Committed to growth and learning
- Work directly with the research team to manage quantitative fieldwork
- Program and test surveys in our platforms, ensuring accuracy and high data quality
- Lead and manage fieldwork for quantitative research projects
- Communicate with the research team and clients (i.e., task updates, timeline updates, quota management, budget management)
- Track progress to ensure timelines and quotas are met
- Contact partners and vendors to collect quotes to be built into proposals as needed
- Other duties as requested (or inspiring by your interests)



### Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer some remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. We entice our employees to get together in-person with on-site happy hours, parties, and scheduled lunches. Each employee develops their own mix of in-office work versus remote work. However, most staff works remotely from home in 2024 but there will be in-person requirements as part of this role that are mandatory in Syracuse.
- **Extensive paid holidays:** Drive Research is closed on the following holidays (many of which your friends will be jealous of): New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day and Black Friday, and Christmas Day (December).
- **No policy for vacation or time off:** You take the time you need when you need it. We are flexible with your schedule, and we expect you to take full ownership of your work and your deadlines. It's a true give and take employee-to-company relationship, and we all put a lot of trust in each other to step up when needed and kick-up and relax to take that time back when you can.
- **Competitive salary, bonus, and benefits:** In addition to your salary, you will receive a yearly bonus based on your attainment of business development goals, company success, and your productivity. A quarterly commission program is also available for your role in sales calls and business development. Drive Research offers healthcare benefits with a contribution to your plan. A 401k plan is offered after 1-year of employment with a 4% company match. We also provide paid dental and life insurance plans.
- **Equipment and swag:** Our team members are equipped with a Dell Latitude laptop with a wireless keyboard and mouse and work backpack. It's all part of the killer welcome package you receive during your onboarding and training.

# Our 4 Core Values



## Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turnaround time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



## Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



## Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



## Drive

After all, it is our name. Drive Research is more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.

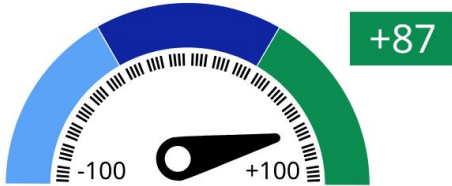


# Client Satisfaction Ratings

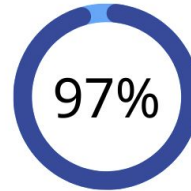
## Overview of Client Satisfaction Ratings



### 2023 Net Promoter Score



Note: +32 is the average global benchmark



*of clients agree Drive Research was **better compared to other market research firms** or consultants they have worked with in the past*

### Areas of Satisfaction (Means)



Note: Based on a 1-5 rating scale

[See Our Google Ratings Page](#)

## This is Why We Do What We Do

“  
I have been a research professional for over 40 years. Drive Research is the most responsive, customer-centric company I have ever dealt with. I recommend them to any company needing marketing research services.”

“  
Each time I've worked with Drive Research, they were timely in their work and thorough in their communication. I learned something new about how our target audience views us and they gave me the data I need to support making changes to our model. Highly Recommended!”

“  
Drive Research was incredibly easy to work with, understood our needs, communicated clearly and promptly. I can tell they all care about what they do, and they've got talented folks on board who do a job well done.”

[Read More Client Testimonials](#)



# Keynote Clients



We work with the best clients at our market research company. *No really, we do.* The portfolio of clients for Drive Research includes companies and organizations across the country, and throughout the world. Our market research company has fueled better customer experiences for some of the most renowned and prominent organizations. The custom-built market research at Drive Research has educated our clients to help them better profile customers, understand buyer motivations, determine drivers to loyalty, and improve their marketing campaigns' ROI.





## Contact us



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