

Market Research Assistant Job Description

- Keeps files organized, on time and accurately
- Provides guidance to staff at the facility's marketing firm in advance of the research
- Handles requests for information from clients and prospects, double-checking accuracy and completeness in advance of release to the client
- Reviews communications documents, such as contracts, forms and briefs with clients' representatives to ensure accuracy and completeness, and that applicable deadlines are met
- Completes or assists in completing administrative tasks as requested or directed by supervisor or consultant partner
- Provides technical advice by phone or correspondence relating to issues relating to advertising or research techniques with clients, prospects, project teams, and third parties
- Provides information and explanation and advice not only on advertising or research techniques but also on related subjects, as requested
- Maintains database of client contacts, including name, address, phone number, company name and email address
- Manages database of client contacts
- Informs clients about services provided by the facility as requested
- Prepares and/or participates in meetings with clients to discuss vulnerabilities in their target markets (research topics)
- Prepares reports dealing with findings resulting from research projects or reviews of coverage trends or performance in media outlets (including print, radio, TV and online)
- Prepares presentations and material for conferences, seminars, workshops and other related events, whether conducted in-house or by third parties
- Monitors client operations to ensure compliance with clients' production requirements for relevant media outlets

- Analyzes daily newspaper circulation figures of selected clients
- Analyzes daily television ratings/ratings figures for programs shown by selected clients.