Marketing Insights Manager

About this Role

GeoPoll is looking for a Marketing Insights Manager based in or near Washington, DC or Denver, CO to lead GeoPoll's internal research reports and work with GeoPoll clients and partners on initiatives including joint reports, case studies, webinars, and more. Reporting to the VP of Marketing and working with other members of the marketing team, you will grow our marketing insights division while bringing new ideas to the table, creating and editing multiple content types, and evaluating the success of our efforts. You will propose and manage GeoPoll's internal research studies, topics of which can include everything from the rise of ecommerce in Africa to access to clean water following natural disaster.

The ideal candidate for this role will be an efficient self-starter who can lead GeoPoll's internal research studies from start to finish, juggle multiple pieces of content at once, and bring a focus on research to our overall marketing strategy.

Responsibilities

- Develop GeoPoll's marketing insights strategy, including working with other teams to brainstorm study topics and methodologies, managing a calendar of marketing studies, and acting as a project manager for marketing studies, managing budget, timelines, and coordination with other teams

- Disseminate results from marketing studies through written long-form reports and other content types (blogs, webinars, emails, etc)

- In collaboration with other team members and external consultants, contribute to other content types including videos, webinars, blogs, and email content on a variety of topics

- Grow GeoPoll's research-on-research library, adding research questions to marketing studies and collaborating with partners on academic research studies and paper presentations at conferences

- Identify and work with partners for joint reports, events, and other initiatives, and work with current clients to create case studies and disseminate study results where applicable

- Research and coordinate the participation in virtual and in-person events in the market research, international development, and academic spaces

- Create systems to analyze and report on the success of the marketing insights strategy.

Qualifications:

- 5-7 years' experience in market research, marketing, journalism, international development, academia, or another related field.

- Experience conducting research projects, including designing studies and analyzing data, and an interest in keeping up with new trends and developments in research best practices.

- A demonstrated ability to distill complex topics into digestible content for multiple mediums, including academic research papers, short blogs, PowerPoint presentations, webinars, etc.

- Excellent writing, editing, and grammatical skills and experience developing content for a variety of audiences.

- Strong project management skills, with the ability to work on multiple projects at once, meet tight deadlines, and manage regularly shifting priorities.

- Bonus: Experience conducting research in multiple countries, especially those in Africa, Asia, and Latin America.

To apply please send a cover letter, resume, and writing sample (**as a single file,** with your name as the file name) to jobs@geopoll.com with Marketing Insights Manager in the subject line.

About GeoPoll

GeoPoll is a leading research organization that uses mobile phones to gather direct, real-time insights from millions of people throughout Africa, Asia, and Latin America. Working with clients including global brands, media outlets, and international development groups, GeoPoll facilitates projects that measure vital indicators around the world.

EEO Statement

GeoPoll is an Equal Opportunity Employer and welcomes diversity. We do not discriminate on the basis of race, religion, tribe, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications and merit.