



Project Manager, Market Research & Consulting

The **Project Manager** is responsible for compiling and analyzing information, formulating and testing assumptions, and developing and communicating recommendations. The Project manager is also responsible for selecting the appropriate research methodology and supporting techniques to meet a defined business objective. Depending upon the selected methods, the Project Manager develops or assists in the development of the research instrument. The Project Manager works closely with vendors and corporate advisors ensuring the successful execution of the fieldwork. The Project Manager leads the team of researchers and works actively with coaching and follow-ups with the research staff to ensure the quality of the collected data. Upon completion (and during) of the fieldwork, the Project Manager reviews the collected data, codes and runs the statistics. The Project manager authors reports (in English), contributes to make business-oriented recommendations and present results to clients.

Responsibilities:

- Be responsible for the commercial approach and pricing of the services offered to the client
- Communicating with vendors and corporate advisors or directly with clients to understand and document the business objectives
- Selecting the most appropriate research methodology and techniques
- Designing research questionnaires and moderator guides
- Working with Project teams to oversee the fieldwork initiative
- Coaching and follow-ups regularly with researchers
- Interpreting data, writing reports, and making actionable recommendations
- Identify business opportunities to optimize client cases

Requirements:

- A minimum of 3 to 5 years within the custom Market Research/Management Consulting industry
- 1 to 3 years of industry/sector experience
- Bachelor's or advanced degree in business, mathematics or the sciences
- Academic and practical experience with a wide array of new product, brand, advertising and customer research methodologies
- Exceptional written and oral communication abilities in English and Swedish
- Strong analytic skills with experience in statistical modeling and analysis
- Proficient with Excel, PowerPoint, and SPSS
- Ability to communicate complex ideas effectively, both verbally and in writing
- Willingness to travel
- Strong benefit: established business network of potential clients

We offer

- Inspiring international working environment, filled with friendly, fun, smart and ambitious colleagues
- Nice, big open office in very central location
- Work with leading global companies operating in a number of industries
- Continues learning and development
- Responsibility with a mandate to innovate and influence
- From design to implementation we help our customers achieve business excellence
- Good development opportunities

About us

Opticom is a leading global consulting and research firm. Our mission is to help our customers improve their results by transforming data and knowledge into strategic advice and concrete action plans. Since our foundation in 1987 we have undertaken hundreds of international projects across the world. We are passionate about understanding your key challenges and in finding solutions that deliver true value and ROI. For more information about Opticom please visit: www.opticomgroup.se

If you find this to be an interesting challenge, please send your application and personal letter to anette@opticom.se contact person: Anette Eng, HRM.