

Marketing Research Community Specialist (Remote)

Do you have experience in online community management, social media advertising, and/or market research recruiting? We are looking for that special hire with the rare combination of both strong analytical and communication skills. Someone who values consumer feedback and sees it as critical to business success. If that's you, read on!

Responsibilities

- Manage Digsite's research panel and online community of consumers who have opted in to providing feedback in exchange for gift cards
- Create and implement social media advertising and influencer campaigns on Facebook, Instagram, YouTube, Amazon and more to build community membership, test customer ads and recruit participants for market research studies.
- Design and implement surveys for community members to build their profile and help them qualify for research studies.
- Create marketing communication and manage a rewards program to improve engagement and loyalty among community members
- Evaluate effectiveness of social media advertising and email and text message campaigns, in order to optimize communication and maximize effectiveness.
- Work closely with Customer Success team to make sure specific market research projects have high quality consumers participating in the research

Qualifications

- Prior experience in developing and managing social media advertising
- Online community management or market research panel management expertise
- Familiarity with programming online surveys
- Impeccable written and verbal communication skills
- Strong analytical and problem-solving skills
- Strong team player but still a self-starter
- Thrives in a multi-tasking environment and can adjust priorities on the fly.

Requirements

- Bachelor's degree in business, marketing or equivalent
- 2+ years of relevant experience.
- Ability to work from home office
- Flexible work schedule (daytime flex hours with some evenings and weekends required)
- Avid user of technology and not afraid to dive in and learn new software tools
- Driven: No one needs to push you to excel; it's just who you are.
- Eager to learn, adapt and perfect your work; you seek out help and put it to good use.
- You want to help and serve customers: They win, so you win.

ABOUT DIGSITE – INSIGHTS FOR INNOVATORS

Digsite is a Madison-based technology company that helps consumer brands like Sub-Zero, Organic Valley, and T-Mobile get consumer feedback as they build new products, customer experiences or marketing programs. We're growing fast, and seeking smart, energetic and results-oriented people to join us on the journey. If that sounds like you, we'd love to hear from you.