

Customer Insights Researcher



Strategyn is a leader in the innovation consulting space. For over 30 years, we have been helping the world's foremost companies innovate and grow at rates faster than their competition. We provide data-driven customer insights that are the foundation of product and marketing strategies using Jobs-to-be-done theory with our unique Outcome-Driven Innovation (ODI) methodology. Our work includes market research, data analysis & insights, innovation strategy, and other applicable consulting deliverables for clients across industries and countries. Our client industries include:

- Technology
- Healthcare
- Industrial
- Financial Services
- Consumer Products
- Automotive
- Entertainment

Strategyn helps companies reposition and reinvent underperforming products, create breakthrough products, successfully discover, and enter new markets, and prioritize R&D and M&A investment decisions.

We are looking for an intellectually curious and self-motivated person to join our Customer Insights team.

CANDIDATE ATTRIBUTES:

- Strong ability to lead qualitative interviews, both individual and group interview settings
- Aptitude for diving deep and understanding the details of a given subject while being able to synthesize information in logical order
- Outstanding active listening skills, with the ability to attentively engage, interpret nuanced responses, and probe thoughtfully to uncover deeper insights during qualitative interviews
- Exceptional communication skills, with a strong command of grammar, syntax, and style, ensuring clarity and precision in both written and verbal interactions
- Inquisitive and fast study, ability to quickly learn new skills and teach others
- High level of professionalism and confidentiality
- Highly collaborative yet able to work independently
- Highly self-motivated, a self-starter
- Ability to effectively manage simultaneous priorities, ensuring timely delivery

RESPONSIBILITIES:

The Customer Insights Researcher provides the foundation for the customer-centric interview work that we do at Strategyn. Strategyn is growing rapidly, so this individual will need to play a key role in continuing to refine and perfect this critical element of our ODI process. This position resides in the Customer Insights function within the company but will work closely with the Product and Delivery team at Strategyn. Successful candidates for this role will be highly intellectually curious and possess an innate understanding of "how the world works."

Key responsibilities include:

- In preparation for the qualitative research phase of ODI, conduct secondary research to understand each client's core customer, the products they use, and why they use them.

- Develop screening questionnaires to enable the recruitment of qualified participants for each study's interview plan, across various industries.
- Facilitate and support qualitative interviews (8-12 per study) in line with the client's objectives and the interview plan.
- Define the market "job-to-be-done" for each study by actively listening and capturing what the customer is trying to accomplish when using the client's products.
- Utilize the "job map" framework to outline the ideal process flow for the job-to-be-done, as a set of distinct, sequential steps.
- Translate interviewee remarks into formalized customer needs ("outcome statements") that become the metrics our clients use to measure success.
- Capture a generalized list of the emotional aspects surrounding the job-to-be-done, other related jobs, and complexity factors.
- Refine the statements and insights from the customer needs gathering interviews into a final deliverable (these are inputs for the quantitative survey and data analysis phase of ODI).
- Facilitate and support contextual interviews (3-5 per study) related to specific opportunities identified in the quantitative phase of ODI to equip the client with a deeper understanding of the challenges in their market ahead of product/service ideation (e.g., pain points, root causes, additional complexities, etc.).
- Capture, synthesize, and summarize findings from contextual interviews to inform the final strategy recommendation.
- Assist on client work related to the use of qualitative insights, e.g., quantitative survey development, sample plan design, customer interview transcripts, etc.
- Assist on client work related to virtual and in-person concept ideation sessions: prepare materials, take notes, assist the Innovation Strategy Advisor, and explain detailed findings from the contextual interviews.
- Assist on Strategyn work related to updating project management tools, organizing and storing research files, etc.

QUALIFICATIONS:

- Bachelor's degree or higher (BA/BS or similar degree preferred)
- A minimum of 3-5 years of work experience, preferably in qualitative research, market research, product research, UX research, CX research, design research, product engineering, and/or business strategy
- Advanced critical thinking skills, logical, able to find the root cause
- Ability to methodically piece apart a problem and solve it
- Able to confidently present to groups/facilitate group discussions (virtually and in-person)
- Approachable demeanor, able to build rapport quickly with others
- Advanced communication skills, e.g., listening, writing, speaking, etc.
- Advanced typing skills
- Ability to work effectively in a Mac computing environment
- Proficiency to advanced skills with Microsoft Office suite (primarily MS Word, MS PowerPoint), Google Suite
- Proficiency in one or more foreign language(s) preferred
- Knowledge of business, economics, and organizational concepts
- 6-sigma mentality, understanding of how business processes are measured and tracked
- Familiarity with or interest in conducting Jobs-to-be-done research

Job Title: Customer Insights Researcher

Employment Type: Full-Time

Salary: \$80,000 - \$100,000 annually

Department: Product

Reports To: Senior Customer Insights Researcher

Location: Remote

Expected Travel: 10-15% (To support in-person ideation sessions)

Additional Terms: Due to the nature of the position, duties of this job are subject to change based on the needs of the Company

To Apply: Please send a cover letter and resume to hire@strategyn.com

Application Deadline: Rolling

Offer Decision Date: Within 6-10 weeks of receiving application

Website: <https://strategyn.com/about-us/>

More about the Company:

We bring predictability to innovation. Strategyn is an innovation consulting firm that delivers product strategies that accelerate growth. We identify new market opportunities and help our customers create groundbreaking products using Outcome-Driven Innovation (ODI), our patented strategy and innovation process that transforms jobs-to-be-done theory into practice. Since 1991, we have helped the world's leading companies launch some of the fastest-growing products in history across a wide variety of industries.

Our company is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis ["protected class"] including, but not limited to: veteran status, uniform service member status, race, color, religion, sex, sexual orientation, gender expression, national origin, physical or mental disability, genetic information or any other protected class under federal, state, or local law.

Visit our website to learn more about Strategyn, past case-studies, and our processes:

<https://strategyn.com>