

PT Marketing Research Analyst (Automotive Industry)

Irvine, CA

JOB SNAPSHOT

Location: Irvine, CA

Job Type: Admin - Clerical

Date Posted: 4/29/2015

JOB DESCRIPTION

Category: Administrative/Secretarial

Employee Type: Contingent/Temporary

Duration: 180 - 365 Days

Pay Rate: \$30.00 - \$35.00/Hour

Job ID: 300125-3017-4-368067

Volt Workforce Solutions

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Volt Workforce Solutions has partnered with a leading automotive company in Irvine to help identify an experienced Marketing Research / Product Launch Analyst for an immediate part time opportunity.

In this role you will support all Marketing Research and Product Launch activities, which includes managing detailed launch task lists across company departments, tracking launch action items, disseminating agendas/minutes, and coordinating cross functional team meeting logistics. Specific duties will entail: managing product launch project plans, checklists, action items and logistics; support primary research activities and logistics; support primary research activities and logistics (i.e., product clinics, focus groups, online interviews; interfaces with Product Planning and Distribution to ensure product launch calendar is current; conducts vehicle, segment, and customer secondary research via Automotive data supply sources; and assists manager to develop product launch narrative and marketing communications strategy. This position is part time, 32 hours per week and is long term temporary in nature. It offers a foot in the door of a top automotive manufacturing company. Pay is up to \$35/hr. To apply, submit resume today.

Volt is an Equal Opportunity Employer.

JOB REQUIREMENTS

Must have a Bachelors in Marketing, Business or equivalent. Must have 3 years research or project management experience. Automotive experience preferred but not required. Must have data mining tools (MTAB, PIN, POL INSIGHT, etc).

For more information, or to apply, go here:

http://www.jobs.net/jobs/volt/en-us/job/United-States/PT-Marketing-Research-Analyst-Automotive-Industry/JPB2HR66SWPMNSS7CRM/?utm_source=Indeed&utm_medium=organic&utm_campaign=Indeed