



## Market Research Analyst (Job ID# MRC2010)

Energy Market Innovations (EMI) is seeking a **Market Research Analyst** to join our team in our Seattle office. The ideal candidate is an early to mid-career professional with a solid academic background and 5+ years of relevant work experience with increasing responsibility. Employee growth and intellectual contributions are fundamental to EMI's culture and vision.

The position will be responsible for designing, executing, and managing innovative and high quality studies that will inform the development and optimization of utility-sponsored energy efficiency programs. This individual will work closely with clients to determine project goals and objectives, and will manage/execute these projects internally to ensure appropriate resource scheduling, timelines, and budget requirements are met.

Your analytic capabilities and experience should encompass a majority of the following:

- **Data Analysis:**
  - Statistical analysis (using SPSS, SAS, or comparable tools)
  - Regression Analysis
  - Ability to work with large datasets
  - Data-mining
  - Exploratory data analysis
  - Market segmentation analysis
  - Conjoint study design and analysis
  - Cluster analysis
- **Quantitative Research:**
  - Sample design
  - Survey design and execution
- **Qualitative Research:**
  - Focus groups
  - In-depth interviews
  - Cognitive interviews
  - C-level interviews
- **Financial Analysis:**
  - Investment analysis (e.g., ROI, NPV, Benefit/Cost Analysis)
  - Lifecycle cost analysis
  - Risk assessment and decision analysis
- **Industry Analysis:**
  - Supply chain analysis
  - Network analysis
  - Comparative advantage analysis

The ideal candidate should have the following profile:

- Demonstrated experience in managing and conducting complex and innovative market assessments, and/or customer research, and an aptitude for synthesizing results to create strategic value for the client.
- Understanding of supply chain analyses for products and services in various commercial, industrial, and residential market segments.
- Minimum of 5+ years of work experience in the private sector.
- An MS, MBA, or PhD is required in Economics (energy, industrial, behavioral, resource/environmental), Engineering (Mechanical, Architectural, Building Systems), Public Policy, Environmental Studies, Statistics, Urban Planning, Demography, Psychology, Sociology, or comparable field.
- Excellent written and oral communication skills.
- Demonstrated ability to interpret and communicate findings to inspire decision-making.
- Self-motivated with the ability to take ownership, initiative, and accountability for the quality of research and accuracy of results provided to EMI's clients.



## **About EMI**

EMI is a specialized consulting firm that develops strategies to support energy efficiency and renewable energy investments by electric and gas utilities nationwide. Situated in a dynamic and growing field, our niche expertise in this highly complex and evolving industry allows us to work with utilities across the country and partner with a variety of leading consulting firms. In our unique position, every client engagement allows our team to make a valuable contribution to shaping the future energy landscape.

We offer a flexible, collaborative, and entrepreneurial work environment and encourage each other's creativity and intellectual curiosity to create value for our clients. Our open-loft office space is located close to the waterfront and ferries in downtown Seattle – an easy bike commute from any of Seattle's diverse neighborhoods, and close to an amazing array of natural beauty and outdoor recreation opportunities. If you think you may be a good fit for our team, please visit us at [www.emiconsulting.com/careers.html](http://www.emiconsulting.com/careers.html) to submit your resume along with a cover letter referencing the job ID#, writing sample, and two (2) references!