



Position

Consumer Research Lead

Objective

To support Level 1 SMRS Development by expanding the product coverage of TSC-generated consumer insights.

Job Function

Data coding and analysis are key functions of this position. A Consumer Research Lead must also conduct literature searches, populate metadata using reference management software, mark text, and perform data entry.

Expectations

Interns are expected to work at least 10 hours per week during normal business hours (8am-6pm).

Qualifications

Students must be enrolled in a Graduate program. Desired qualifications include classroom or work experience in market, consumer, ethnographic, or social psychology research. Students with demonstrated leadership experience and declared majors of marketing, anthropology, psychology, or sustainability are also preferred.

Contact

Adrian Lopez

Director, Operations

Arizona State University

adrian.lopez@asu.edu

O: 480.965.2344 | C: 602.614.7467