**Magnolia Innovation – Spring 2018 Internships (Full-time 40 hr/week, Part-time 20 hr/week)**

Job Description:

We are looking for exceptional students or recent graduates who have an interest and/or a background in marketing, are naturally curious about the world around them, and are passionate about answering complex business questions. At Magnolia Innovation we don’t have all the answers, but by being in a permanent state of discovery, we are always able to offer our clients different perspectives on how to overcome their toughest challenges.

As an Intern, you will have the unique opportunity to shape how our clients view their businesses and the direction they take. Work will vary depending on project volume and skillset match, but we have numerous ongoing consulting projects in a variety of areas within the healthcare space.   This will provide you with a rich diversity of experience, and through our strong mentorship culture, you will grow and develop your consulting skills and can easily leverage them into a career in strategy consulting, marketing, or general management.

Primary Duties and Responsibilities

*Designing and Enabling Market Research*

* Assist the team in translating key business questions into an innovative but viable quantitative and/or qualitative market research plan
* Develop screeners, discussion guides, survey questionnaires, and survey stimuli
* Work closely with external market research vendors to recruit, schedule, program, field, and execute all aspect of qualitative or quantitative market research and data collection
* Attend qualitative research and ensure all logistical aspects of the research run smoothly
* Help write proposals

*Analyzing Information and Uncovering Insights*

* Performing desk research to understand such topics as current treatment algorithms for rare diseases, the market for breast imaging equipment in China, patient satisfaction metrics in the Hospital setting, etc.
* Develop and execute data analysis plans, including quantitative and statistical methods, as well as qualitative analysis
* Conduct analysis as needed in Excel, SPSS, and/or other statistical software
* Understand and deploy relevant frameworks in order to better understand information and ultimately arrive at better insights
* Prepare and lead internal work sessions and brainstorming sessions

*Interpreting and Articulating the Story*

* Fully participate and capture all relevant information in storyboarding sessions
* Design and prepare error-free final PowerPoint presentations and written reports
* Assist in presenting findings to current and future clients

*Results-Driven Strategic Advisory*

* Project manage select work streams and client deliverables
* Work with external groups, such as creative agencies, in order to support the implementation of an idea, insight, or plan in order to ensure that everything we do for our clients has real-life impact

Desired Qualifications and Experience

* A university or college degree and outstanding academic record, or a plan to graduate in the next two years
* Excellent quantitative analytical skills as evidenced by relevant course work, internships, awards, samples, etc.
* Strong written and oral communication skills
* High-level understanding of market research methods and their practical use in the business world
* Proven self-starter, and ability to work both independently and in teams
* A sociable and confident nature
* Passion and creativity are a must
* Attention to detail
* Desire to provide corporate clients with a qualitative and quantitative understanding of their customers’ behaviors and desires
* High computer literacy; ability to elegantly communicate information and ideas in PPT. Samples requested.
* Ability to tell a story that is coherent and captivating

Application Documents: Resume required. Cover letter optional.