“What is Market Research?”

Put simply, market research is about understanding the attitudes, behaviours and beliefs of consumers, customers, clients and the general public and how that impacts on businesses, advertisers, governments and society in general.

“Who is Sweeney Research?”

Sweeney Research is one of the largest Australian owned Market Research companies and within the Top 10 in Australia in terms of annual revenue. Sweeney Research was established in 1972 and has grown to become one of the most prolific and highly respected research consultancies in Australia. The company operates Australia-wide with offices in Sydney and Melbourne.

For more information on the company, our clients and the type of work we do, please visit our website at www.sweeneyresearch.com.au.

Casual Position

The Sydney office requires a student to assist our consultants with their research studies. The role will include tasks such as preparing presentations and research reports, helping to draft questionnaires and analysing data, note-taking for focus group discussions, preparation and project management for research studies. It is a great way to get first hand experience in corporate, consumer and social research and apply some of the principles of your degree in the real world.

The role would involve a full-time commitment over the summer holidays with the potential for ongoing casual part-time work during the next year (the hours would be flexible to fit around your uni commitments).

The position is ideally suited to 2nd, 3rd or 4th year students in Marketing, Psychology, Statistics or related fields. However, students from other courses with an interest in market research are also welcome to apply.

Pay

You will be a casual employee of Sweeney Research (i.e., you will need to complete a tax file declaration form and your pay will be directly deposited in your bank account – it is not “cash in hand”). The rate will be $22 per hour.

Application

Please submit your application to Erik Heller, Associate Director at Sweeney Research by email: erik.heller@sweeneyresearch.com.au. Please include a current CV, a cover letter stating why you are interested in the position and why you think you’d be a good choice for the role, as well as your contact details.