



Job Listing: ANALYST or SENIOR ANALYST

Company: Great Lakes GrowthWorks

Location: Ann Arbor, MI

Are you an analytical, intellectually curious person with an enthusiasm for problem solving? Can you juggle a variety of responsibilities while still delivering high-quality work? Do you have past work experience in brand management, strategy, market research, consulting, or agency management?

If yes, we are looking for a motivated team player with these abilities – and a true interest in marketing strategy and consumer insight work – to join our growing consulting firm.

About Great Lakes GrowthWorks (GrowthWorks)

GrowthWorks is a boutique strategy and innovation consulting firm located in downtown Ann Arbor, MI. Our mission is to help our clients transcend disruption with actionable strategies that help them grow, innovate, and elevate their brands in an increasingly challenging business climate. We support a wide range of organizations including large, global companies, emerging start-ups, and nonprofits. Our team consists of a diverse group of consultants and creatives who bring unique experience and expertise to solve the issues our clients face.

About the Role

The Analyst position at GrowthWorks offers the opportunity to manage an extensive scope of responsibilities in a fast-paced consulting environment, helping clients tackle complex business problems. From the start, Analysts interact closely with GrowthWorks senior management and are expected to work regularly with client teams from a variety of industries.

The role offers a unique challenge for bright individuals who take pride in performing work with accuracy, quality, and dedication, while in a casual but professional environment where creativity and intellectual curiosity are highly regarded. Strong collaboration skills as well as the ability to work independently are critical. The Analyst position involves approximately 10-20% travel to major US markets, with trips typically lasting 1-3 days.

Note: The position may be staffed at the Analyst or Senior Analyst level depending on experience.

Specific Job Responsibilities, including but not limited to:

- Gather and interpret information from a variety of sources (research reports, websites, client documents, market trends, industry statistics, etc.) to “connect the dots” across data points and provide clear insight and implications; for example:
 - Conduct thorough situation analyses for clients by examining category, competitive, and consumer-relevant data and distilling it into critical, relevant learning
 - Study category / market disruption and identify emerging areas of opportunities to leverage it
 - Deliver findings via a range of formats, including top line reports and more comprehensive PowerPoint presentations
- Actively engage in team problem-solving initiatives in order to develop and test hypotheses for client projects
- Design, coordinate and analyze qualitative and quantitative consumer research studies, working with outside suppliers as needed to field research and ensure error-free product delivery
- Assist in the development of new product concepts by participating in planning and execution of:
 - Ideation sessions with clients and experts
 - Concept co-creation research and refinement sessions with consumers

About You

- Strong academic background, minimum BBA, BA or BS
- Excellent analytical, quantitative, critical thinking, and problem-solving capabilities
- Experience in project management and business writing, with an overall “big picture” understanding of current business trends and challenges
- Outstanding interpersonal skills
- Intellectually curious self-starter who can work independently and collaboratively
- Strong work ethic and the ability to simultaneously manage multiple, sometimes unpredictable projects
- Prior work experience brand management, market research, strategy, consulting, or agency management (minimum one year, will consider a strong internship experience)
- Well-versed in MS office applications (PowerPoint and Excel)

To Apply

Please send a copy of your resume and a cover letter that highlights how your experience aligns with this position to contact@glgrowthworks.com. In the subject line of your email please write “Analyst Position.”