

Freelance Subject Matter Expert (SME) | Market Research Analyst with AI Skills

Description

Ansrsource is looking for an experienced **Market Research Subject Matter Expert (SME)** to support the development of an entry-level Professional Certificate in **Market Research Analyst with AI Skills** for a global learning audience.

The program covers the end-to-end market research lifecycle, including survey design, sampling, data collection and cleaning, statistical analysis, qualitative and text analytics, market and competitive research, reporting and visualization, and AI-assisted research.

The SME will work closely with the learning team to **review and validate course content, provide subject-matter inputs, and record video content and screencasts** to bring the learning experience to life.

Responsibilities

- Review course content, scripts, activities, assessments, and hands-on projects for **accuracy, relevance, and industry alignment**.
- Provide practical SME feedback and recommendations to strengthen the learning content.
- Validate concepts related to survey and questionnaire design, sampling, data collection, statistical analysis, qualitative research, market research, competitive intelligence, and customer behavior.
- Review and provide inputs on **AI-assisted research and GenAI workflows**, including AI text analytics and validation of AI-generated insights.
- Review practical exercises and portfolio projects such as consumer preference research, segmentation and persona studies, survey templates, open-ended response analysis, and product concept testing.
- Support the learning team in ensuring that the content reflects **real-world market research practices**.
- **Demonstrate SurveyMonkey and relevant AI tools through narrated screencasts**, where required.
- Share authentic industry examples and practical experiences that can be incorporated into learning content.
- **Record end-of-course video content**, including expert explanations and practical insights, for a global audience.

Mandatory Skills & Experience

- Practical experience in **market research, consumer insights, business research, data analysis, or a closely related field**.

Hiring organization

ansrsource

Employment Type

Contractor

Job Location

Remote in India, with video recording as part of the engagement

Date posted

September 21, 2026

- **Hands-on experience with SurveyMonkey is mandatory.**
- Strong working knowledge of **SurveyMonkey Audience, LaunchPad, and AI/Thematic Analysis.**
- Strong understanding of survey methodology, questionnaire design, sampling, and data collection.
- Experience with descriptive and inferential statistics, trend and correlation analysis, and qualitative/thematic analysis.
- Experience using **GenAI tools for research and analysis.**
- Experience creating or reviewing research reports, dashboards, presentations, or stakeholder-facing deliverables.
- Strong understanding of market and secondary research, competitive intelligence, audience segmentation, and customer behavior.
- Excellent communication skills with the ability to explain concepts clearly to a learning audience.
- Comfortable presenting on camera and recording **clear, engaging video content and screencasts.**

Qualifications

A Bachelor's degree in **Business Administration, Economics, Marketing, Statistics, Psychology, Sociology, Social Sciences, Data Analytics**, or a related field is preferred.

Relevant industry certifications in market research or research practice are a plus.

Tools

Experience with some or all of the following is relevant:

- SurveyMonkey
- SurveyMonkey Audience
- SurveyMonkey LaunchPad
- SurveyMonkey AI / Thematic Analysis
- Excel / Google Sheets
- Power BI / Tableau / Looker Studio
- SPSS / R / Python
- Google Trends / Statista / Similarweb
- LLMs such as ChatGPT, Claude, Copilot, or Gemini
- PowerPoint / Google Slides

Video & Recording Requirement

This role includes **video recording as part of the SME engagement**.

You should be comfortable:

- Recording end-of-course expert videos.
- Explaining concepts naturally and clearly on camera.
- Recording narrated screencasts demonstrating SurveyMonkey and AI tools.
- Sharing practical, first-person industry examples where appropriate.
- Communicating effectively for a **global e-learning audience**.

Important

Candidates whose experience is limited to **academic/theoretical research without hands-on SurveyMonkey experience** will not be considered.

Experience with SurveyMonkey is a **must-have requirement** for this role.

About Us

ansrsource provides equal employment opportunities to all team members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, caste, disability status, genetics, protected veteran

status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We respect and support diverse cultures, backgrounds, talents, and perspectives. We believe embracing diversity and creating an inclusive environment will help us grow and succeed as an organization and better serve learners, who are the ultimate audience for all we create.