



Job Title: Market Research Analyst	Status: Full-time <input checked="" type="checkbox"/> Part-time <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt <input type="checkbox"/>
Reports to: Senior Director of Research and Consulting	Date: 9/7/2023
Team/Department: Research and Consulting	Direct Reports: N/A

The Market Research Analyst will research, compile, and analyze information for UPCEA's Research and Consulting team. The Analyst will be responsible for ensuring the accurate and efficient analysis required for UPCEA Research and Consulting products, deliverables, and publications. The Analyst will report into and work directly with the Senior Director of Research and Consulting as well as work with other Research and Consulting team members to achieve goals established by the organization.

UPCEA is member-focused and strives for excellence in serving leaders in professional, continuing and online higher education. We work collaboratively and value creativity and initiative. We foster empathy, flexibility, and cultural competence.

As part of the UPCEA team, this position is expected to serve as an engaged and involved team member, supportive of the varied experiences and perspectives of internal and external colleagues; to support and actively build an office culture dedicated to superior member service; and to work within the team to ensure that decisions are made to further the association's goals.

This position reports to, and takes direction from, UPCEA's Senior Director of Research and Consulting. The position is remote, full-time with growth potential.

Key Responsibilities:

- Collaboratively identifies and defines the objective of an assigned marketing research project with other team members including the Chief Research Officer, Senior Director of Research & Consulting, and the Director, Integrated Solutions and Business Development, among other staff; determines the best methods to use to meet those objectives.
- Drafts questionnaires, polls, surveys, and other data collection resources.
- Researches and compiles data related to current product market, customer demographics and interest, and factors influencing product demand; analyzes results to identify ways of maximizing sales and market penetration of current products.
- Compiles data related to competitors' products such as pricing, sales, and marketing or distribution methodology.
- Summarizes and analyzes data; makes recommendations related to research findings.
- Reports findings, complete with graphs illustrating data and written text explaining complex findings.

- Identifies potential new products or markets through research.
- Forecasts and tracks industry trends based on collected data.
- Delivers reports and presentations of findings to management and/or executive leadership.
- Develop presentations and attend UPCEA conferences and events as assigned.
- Performs other related duties as assigned.

Qualifications and Competencies:

- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.
- Superior research and analytical skills.
- Ability to translate complex concepts and methodologies into easily understood and communicated language or figures.
- Proficient with Microsoft Office Suite or related software.
- Proficient with SPSS or similar statistics program capable of performing the necessary statistical functions

Education and Experience:

- Bachelor's degree in Marketing Research, Statistics, Math, or related field required;
- Related experience preferred.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

Travel:

10% for conferences and client meetings.

This job outline describes the typical accountabilities and requirements of the position and should not be construed as an all-encompassing description of every duty performed by or expected of the incumbent.

UPCEA provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, UPCEA complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. 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.

UPCEA expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of UPCEA's employees to perform their job duties may result in discipline up to and including discharge.