Position Title: Market Research Analyst

TTC Title and Code: Market Research Analyst I (CM012)

FTE: 100%

Principal Work Location: UW-Stevens Point Main Campus, Student Services Center

Supervisor: Laura Bell, Associate Chief Marketing and Enrollment Officer

Department: Marketing and Enrollment

University Description:

Through the discovery and dissemination of knowledge, UW-Stevens Point stimulates intellectual growth, provides a liberal education, and prepares students for a diverse sustainable world. The university is committed to creating a safe, inclusive learning community for all faculty and staff from a variety of backgrounds. Visit [www.joinuwsp.org](http://www.joinuwsp.org) for more information about UW-Stevens Point. To learn about the Stevens Point (aka Point) area fun, jobs, housing, education, quality of life, and bragging rights, visit [www.EverythingPointsHere.com](http://www.EverythingPointsHere.com).

Position Summary:

The Market Research Analyst performs consumer research design, conducts research and analysis, and prepares reports to advance priorities and influence school, college, division, or institutional strategy and supports the day-to-day needs of the university insights unit.

This position is responsible for developing and implementing analytical frameworks and managing data analysis projects. The position will produce reports that align with the university’s strategic goals using qualitative and quantitative research methodologies, along with environmental scanning and competitor analyses.

This position will be part of a team responsible for some enterprise-level initiatives that include participation in Growth Initiative and AVP team meetings, delivery of services aligned with the New Program Development Cycle, and contribution to period reporting.

The Marketing Research Analyst, will have the responsibility of ensuring that the Marketing and Enrollment unit supports the University mission in preparing its students for a diverse, inclusive, equitable, and sustainable world.

Required Qualifications:

- **Education.** Bachelor’s degree in appropriate discipline – mathematics, business, analytics, data analytics, finance, statistics, market research, or a related field. Relevant experience in other areas (strategy, research, business development, consulting) may fulfill this requirement.

- **Data Analysis.** Demonstrated proficiency in critical thinking, data analysis and tools (e.g., Burning Glass, SAS, SPSS, R, Tableau, Power BI, Excel, other statistical or BI Tools).

- **Project Management.** Ability to function with limited guidance and be comfortable working on projects independently in an environment with changing priorities.

- **Communication.** Ability to explain the significance of data and trends and respond to questions with clarity and accuracy. Exemplary writing skills, including the ability to produce research reports that summarize findings for executive audiences.
- Professionalism. Ability to establish and manage collaborative relationships with team members, subject matter experts, and senior leaders with the highest degree of professionalism.
- Innovation. Curiosity and enthusiasm for innovation and a readiness to supports institutional change.

- Higher Education. Familiarity with the higher educator sector.
- DEI Experience. Ability to integrate consideration of diversity, equity, and inclusion into data analysis and reporting.

Please be sure to complete all required fields and include all required documents before submitting your application. To return to a draft application, click on the “My Activities” link at the top of the screen after logging in. Once you click on Submit Application, you will not be able to edit or attach any application materials. After submitting the application, you will receive an Application Confirmation email from the application system. Refer to the “How To Apply” document for more information.

Anticipated Appointment Date

June 25, 2022

This is a Academic Staff academic year based appointment, exempt from the Fair Labor Standards Act. Salary is commensurate with qualifications and experience.

Terms of Employment

UW Stevens Point provides a competitive benefits package including monthly premiums starting at $32, deductibles starting at $250, auto-enrollment in the Wisconsin Retirement System (pension) with employer contributions, and 17+ days of paid time off (PTO)*. Additional benefits and more information available on our Total Rewards page.

Deadline

To ensure consideration, completed online applications must be received by end of day, 11:59 pm, on June 30, 2022. However, screening may continue until the needs of the recruitment are met.

Files must be complete to be considered. Submission in PDF format is preferred for all attachments. Please include the following documents:
- Cover letter addressing qualifications and experience
- Resume
- Contact information for three professional references

(Official Transcripts may be required of finalist)

Employment will require a criminal background check. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

Position Contact

For additional information regarding the position, please call or email:
Leah Rose, Chair, Search and Screen Committee
Email: lrose@uwsp.edu
Phone: 715-346-4422

If you have any questions regarding the application process, need special arrangements, or if you submitted your application with missing materials, please call or email:
Human Resources
Email: human.resources@uwsp.edu
Phone: 715-346-2606

Special Notes

The University of Wisconsin-Stevens Point is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, or status as a qualified individual with a disability. UW-Stevens Point values diversity and inclusion as supported by our mission, “Through the discovery, dissemination and application of knowledge,
UW-Stevens Point fosters intellectual growth, provides a broad-based education, models community engagement and prepares students for success in a diverse and sustainable world.”

Individuals with disabilities who need a reasonable accommodation during the application or interview process should contact Human Resources and Affirmative Action at 715-346-2606 or hr@uwsp.edu.

The safety and success of students, faculty, and staff at the University of Wisconsin-Stevens Point is paramount. The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act requires the distribution of an annual security report to all current and prospective students, faculty, and staff. You may obtain the complete report at https://www3.uwsp.edu/dos/clery/Pages/default.aspx.

The University of Wisconsin-Stevens Point will not reveal the identities of applicants who request confidentiality in writing, except the identity of the successful candidate will be released. See Wis. Stat. sec. 19.36(7).

An offer of employment will require a criminal background check and authorization to work within the United States as required by the Immigration Reform and Control Act of 1986.

*PTO offering prorated based on start date and hours worked.