Position Description

**Classification Title:** Market Research Analyst I (CM012)  
**Working Title:** Market Research Analyst  
**Supervisor’s Working Title:** Associate Chief Marketing and Enrollment Officer  
**Hours/Shift:** 40 hours/week  
**Department:** Marketing and Enrollment  
**Supervisory Position:** Yes ☐ No ☑  
**Employee Category:** Academic Staff  
**FLSA Status:** Exempt ☑ Non-exempt ☐  
**Date Created/Updated:** March 2022  
**Position of Trust:** Yes ☑ No ☐  
(Defined as: Having access to vulnerable populations, property access, financial/fiduciary duties, and all executive positions)  
**Position of Trust with Access to Vulnerable Populations:** Yes ☑ No ☐  
(Defined as: Position requires unsupervised or significant access to minors, under the age of 18 who are not enrolled or accepted for enrollment at a UW System Institution, and medical patients)

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.

**Primary Responsibilities:**

- Executes primary and secondary consumer research methodologies, synthesizes, and analyzes data, and reports results to support the Growth Initiative and the insights unit 30%
- Consults with internal and external stakeholders to identify and understand consumer research needs regarding new program development 20%
- Communicates market research insights and recommendations to stakeholders through written reports and/or presentations and may educate stakeholders on sound research practices 20%
- Contributes to the development of structured, repeatable methods and processes related to research scope and data collection, analysis, and reporting 15%
- Manages multiple research projects and competing priorities 10%
- Assists with other duties as assigned by supervisor 5%
Qualifications – Knowledge, Skills, and Abilities:

Required Knowledge, Skills, and Abilities

- **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.

Preferred Knowledge, Skills, and Abilities

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

Physical Effort/Demands:

- Sitting
- Standing
- Walking
- Lifting your arms above your head to reach high, possibly difficult, areas
- Kneeling
- Squatting
- Stooping
- Frequently lift 1 – 10 pounds
- Occasionally lift 15 pounds

Equipment Operated:

- Various computer systems and/or software, calculator, fax machine, office copier, telephone, and other electronic office devices

Working Environment:

The noise level in the work environment is usually quiet.

This position description should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of the job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated on this description.
This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.

UW-Stevens Point is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the University will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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Employee Name  Date
______________________________  ____________________
Employee Signature  Date

______________________________  ____________________
Supervisor Name  Date
______________________________  ____________________
Supervisor Signature  Date