POSITION DESCRIPTION

JOB TITLE: Research Manager
REPORTS TO: Chief Engagement Officer
EFFECTIVE DATE: February 2017

ORGANIZATION & PROGRAM BACKGROUND

ecoAmerica is a 501(c)(3) non-profit that uses research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate and sustainability solutions among mainstream Americans. Founded in 2005, we have a core expertise in consumer marketing and focus on building the base for climate and sustainability solutions by connecting them to the core values and day-to-day concerns of Americans. Further information on our organization and programs is available at www.ecoamerica.org.

POSITION SUMMARY

The Research Manager reports to the Chief Engagement Officer, and has primary responsibility for planning, facilitating, and managing the organization’s marketing research projects including psychographic, communications, social science, and other similar research. The Research Manager collaborates with Sector Managers to support and lend guidance to sector, market, trends, and other similar research. The Manager will also develop compelling deliverables that will drive engagement and add value to the organization’s work. S/he collaborates with senior management to provide strategic input and guidance on all research projects, directly contributing to and managing: research goals, planning, design, analysis, reporting, distribution, and training. The Manager will also create research-based tools and resources for sector programs and organizational use. Forward your resume and a cover letter to hrcareers@ecoamerica.org.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Research Strategy, Planning, and Project Management (40% of time)
• Contributes to the development of ecoAmerica’s research strategy.
• Creates and manages annual plans to fulfill research strategy goals. This includes project management, creating and managing briefs, schedules, budgets, deliverables, stakeholder contributions, and processes, and archival.
• Manages research staff (1 coordinator, plus occasionally, a seasonal intern)
• Manages the selection process for and day-to-day relationships with research agencies.
• Tracks, comments on, and distributes to internal stakeholders relevant research conducted by other organizations.

Research Production (40% of time)
• Collaborates on research design with Founder and CEngO.
• Leads qualitative and quantitative data collection methods such as surveys, best practices, case studies, and literature reviews.
• Conducts data analysis for primary or secondary research to develop key insights.
• Drafts content of research reports, presentations, and additional resources, and solicits input from key stakeholders to bring content to final.
• Manages peer review processes and collaborates with research partners as needed.

Research Distribution and Application (10% of time)
• Collaborates with stakeholders on design and production of reports and related resources.
• Advises on marketing promotion and distribution plans for research.
• Creates tools (e.g. slide decks and scripts) for oral presentations and trainings.
• Participates in the presentation of research findings in webinars and speaking engagements.

Tracking and Reporting (10% of time)
• Tracks and report on research activities, progress, and outcomes.
• Conducts annual review and evaluation of efficacy of research efforts in preparation for annual planning.
• Participates in regular team meetings to review progress and deliverables.

QUALIFICATIONS, KNOWLEDGE SKILL
• College degree required; advanced degree preferred.
• A minimum of 3 years of marketing research experience, 1-2 years directly overseeing research planning, statistical analysis, and project management for a direct to consumer for profit, or a savvy, innovative, marketing-oriented non-profit.
• Demonstrated expertise participating in the design, analyses, and distribution of operationalized market research for targeted constituencies. Experience with VALS and communication testing a plus.
• Masterful analytical skills, including the ability to distill useful findings from a body of data, relating findings to external factors and context, and unearthing patterns of findings, discerning which are useful.
• Excellent written and oral communication skills including proven success in ability to present ideas and concepts effectively and persuasively to high-level executives.
• Demonstrated expertise managing relationships with research vendors.
• Excellent project management skills including demonstrated ability to set and manage priorities and multiple tasks. Outcomes and deadlines oriented.
• Knowledge of SPSS and R a plus.
• Excellent attention to detail. Organized and process-oriented.
• Solid understanding of consumer behavior and what it takes to shift interest.
• Ability to deliver high quality work, quickly in a dynamic organization under time pressure.
• Ability to “lead from behind” with keen understanding and skills in relationship building and stewardship of network-dependent initiatives.
• Ability to effective use Apple operating systems and Google Docs
• Demonstrated success in creating real impact within a networked, cross-organizational environment
• Commitment to climate and environmental solutions and ecoAmerica’s mission
ADA SPECIFICATIONS
This position is largely sedentary in nature however one must possess the ability to speak, hear, and write as well as the ability to use a computer and related software programs, and lift up to 20 lbs. Local and/or national travel maybe required.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.