

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: MANAGER, MARKET/SURVEY RESEARCH CENTER

Reports To: Designated Supervisor

UW Job Code: 3923

UW Job Family: 32 - Administrative Support

SOC Code: 19-3022

FLSA: Exempt

Pay Grade: 26

Date: 2-1-97 (revised 10-1-01; 7-1-02; 9-1-02; 3-18-03; 7-1-04; 7-1-08)

JOB PURPOSE:

Organize, manage and promote the services of a designated market or survey research center; conduct surveys and/or market/business-related research; analyze and validate data, and publish reports.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Solicit, estimate cost, direct, disseminate, and publish telephone, mail, or online market or survey research for the public and private sector including University faculty and staff.
- Conduct surveys and/or market-related research using a variety of sources based on client needs.
- Provide computer software and hardware expertise for the center's varied computer resources.
- Manage center funds and budget, as directed; process accounting forms.
- Supervise the center personnel including workload and payroll.
- Advise clientele regarding statistical analysis and questionnaire design for their project.
- Promote usage of the center's services.

SUPPLEMENTAL FUNCTIONS:

- Some positions may maintain economic and U.S. Census databases and the State of Wyoming's various socio-economic databases.
- Keep abreast of current survey and computing techniques.
- Attend meetings and conferences, as directed.

COMPETENCIES:

- Attention to Detail
- Technical/Professional Knowledge
- Formal Presentation Skills
- Influence
- Work Tempo

- Independence
- Individual Leadership
- Initiative

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

Experience: **4 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Market and research studies methods and techniques.
- Computer software and hardware used in survey research centers.
- Survey questionnaire design techniques and procedures.
- Survey data collection and reporting, systems, methods, and techniques.
- Statistical analysis processes, procedures, and techniques.
- Report development, and publishing techniques.
- Database maintenance and manipulation.
- On-line databases, CD-ROMs, and the Internet.
- University policies, regulations, and organizational mission.
- University data systems, definitions, and procedures.
- Fund and budget management, and accounting form processing.
- Market and survey research solicitation, cost estimation, and budgeting.

Skills and Abilities to:

- Perform online research.
- Use business research tools.
- Use personal computers and related software applications.
- Investigate, analyze information, draw conclusions, and make recommendations based on data or findings.
- Analyze and solve basic, routine and advanced problems.
- Develop project goals, timelines, funding and budgetary strategies.
- Manage projects, including cost estimation and personnel allocation to perform contract research.
- Develop and maintain complex databases.
- Use a variety of computer software and hardware systems.
- Design and administer survey instruments, oversee survey data collection.
- Analyze data and provide written documentation, analyze statistical data and generate reports.
- Meet deadlines and manage project timelines and priorities.
- Communicate and maintain public relations with support staff, University officers and other clientele.

- Foster a cooperative work environment.
- Create, compose, and edit written materials.
- Supervise and train staff, including organizing, prioritizing, and scheduling work assignments.

WORKING CONDITIONS:

No major sources of discomfort, standard office environment. Some travel is required.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.