

**ADY ADVANTAGE
JOB DESCRIPTION**

Job Title: Research Specialist
Reports To: Director of Client Services
Date Last Updated: March 17, 2021
Status: Part-time hourly employee (if in WI or MN); otherwise, contractor

Summary: The Research Specialist is responsible for providing high-quality strategic research products for Ady Advantage clients by maintaining standards of research excellence, project management, profitability, and client satisfaction. The Research Specialist successfully supports multiple economic development projects by conducting primary and secondary research. This position will likely require an estimated five to ten hours per week to begin.

Position Roles: Consulting

Position Responsibilities:

1. High-quality strategic research products for clients.

- Conduct and analyze research in the areas such as market assessments, target industry analyses, labor analyses, and other economic research.
- Develop simple interviews/guides.
- Conduct secondary research as directed.
- Document and analyze results from interviews and/or focus groups with businesses and stakeholders.
- Develop high-quality research reports and presentations.
- Develop research-related information/materials for client marketing efforts.
- Conduct a variety of marketing research activities to determine the efficacy of client marketing programs.

2. Project management.

- Ensure research reflects the project deliverables, timelines, and budgets. This includes assuring accurate and timely communication of project status occurs internally and with the clients and evaluating project quality by establishing and analyzing outcome measures, developing improvements, and recommending activities to maintain quality of service.

Minimum Knowledge, Skills and Abilities:

- Bachelor's degree in marketing, economics, statistics, business or related field or a combination of applicable education and commensurate experience
- Applicable research experience or education, including economic development, marketing and/or secondary research.
- Excellent organizational and time management skills; ability to plan and coordinately work independently and manage multiple projects through successful completion within set timelines.
- Excellent Microsoft Excel skills
- Excellent interpersonal and professional skills
- Excellent communication skills to include writing, speaking, and presenting, and the ability to adapt communication style to fit the situation and audience.

- Strong critical and strategic thinking skills
- Strong editing and copywriting skills
- Demonstrated computer and software skills, proficiency with Microsoft Office Suite, databases, and Internet research.
- Ability to motivate others and stay self-motivated.
- Ability to maintain a high level of confidentiality.
- Ability to effectively work both independently and cooperatively as part of a team.
- Ability to exhibit integrity in work product and in interactions with clients and other staff.
- Ability to hold one's self accountable for actions, successes, and failures.
- Ability to be flexible in the work environment and willing and able to adapt to changing organizational needs.

Physical Requirements: Primarily sedentary work

Physical Activity: Primary working position-sitting, with occasional standing, walking, stooping, crouching, and kneeling; frequent reaching, carrying, lifting, pushing, pulling, grasping, typing, talking-speaking clearly, hearing-conversation, and seeing-near.

Work/Environmental: It is expected that job can be done remotely; however, may require occasional work in-office.

Personal/Physiological: Interaction with people, working around people, planning of activities, making judgments in emergency situations, frequent changes in duties and volume of work, intra-organizational communication.

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.