

RESEARCH AND MARKETING COORDINATOR

SUBMISSION DETAILS:

Interested applicants must submit a cover letter and resume to wfnconsulting@gmail.com on or before 5:00 p.m. on Friday, January 3, 2014. Attachments should include the candidate's last name and the job title. ABSOLUTELY NO PHONE CALLS.

PRIMARY RESPONSIBILITIES:

The *Research and Marketing Coordinator* position works with and reports directly to both the Sr. VP of Operations and Marketing and the VP of Consulting and Research. The Coordinator is responsible for supporting efforts of both departments, including project-based research, technical and narrative writing functions, and responsibilities that support and enhance the WFN Consulting's image and position within the marketplace and with all stakeholders.

DUTIES:

- Access, manipulate, and analyze demographic data from a variety of sources, including Census, ACS, BLS, HMDA, etc.
- Perform statistical tests and calculations to include standard deviation, regression analysis, Chi Square, and percent change.
- Use GIS to map data for given geographies to census tract and block group levels.
- Design and administer scientifically valid public opinion surveys, calculating such figures as the required sample size and margin of error.
- Design mechanisms for accumulation of valid qualitative data from public meetings, interviews, and focus groups; coordinate and facilitate such encounters.
- Work extensively in Word and Excel to create production-quality research documents, spreadsheets, tables, charts, and graphs.
- Produce insightful, detailed narratives describing complex social phenomena in both technical and layman's terms.
- Illustrate in narrative form the practical implications of trends in the data analyzed.
- In accordance with a given style (e.g. Chicago, AP, MLA) edit white papers and works of original thought for other authors.
- Conduct sustained exploratory research into prospective industry sectors to evaluate potential opportunities for business growth, including marketing and branding efforts of identified target sectors.
- Assist with relevant market research and monitor trends of marketing efforts.
- Assist with client relations activities, including e-communications and annual client satisfaction survey.
- In coordination with the Sr. VP, research and develop new business opportunities, including proposal development and client outreach.
- Coordinate and attend appropriate trade shows, events, etc.

QUALIFICATIONS AND REQUIREMENTS:

- Bachelor's Degree in Political Science, Business, or related field. Master's Degree preferred.
 - Demonstrated strong background in technical and narrative-based writing, with additional experience with research, statistical analysis and editorial skills.
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- Must demonstrate ability to prioritize, meet deadlines, follow through on assignments, and be a team player.
- Bilingual – Spanish is a plus.
- Must be able to work independently and in teams.
- Ability to independently understand, follow and implement complex instructions.
- Proficiency in MS Word and Excel is a must.
- Some travel (less than 25%) is required.

COMPENSATION:

- Full time, exempt, competitive salary, determined by education and experience.

PHYSICAL DEMANDS:

- The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The employee must occasionally lift and/or move up to 5 pounds. While performing the duties of this job, the employee is regularly required to sit; use hands; reach with hands, and telephone work.