

GRADUATE ASSISTANT

POSITION: Marketing Research Assistant

SUPERVISING DEPARTMENT: College of Liberal Arts and Sciences (Business Division)

MINIMUM QUALIFICATIONS:

- Bachelor's degree from an accredited institution
- Fully admitted graduate student in a program at Western Oregon University
- Outstanding written and verbal communication skills, including strong copy-editing/proofreading skills and excellent grammar
- Strong interpersonal skills
- Access to personal computer for working remotely
- Able to work independently with little supervision
- Conscientious and reliable, with an aptitude for creative problem solving
- Strong analytical skills; ability to collate, analyze interpret data, and to prepare data-based reports and presentations
- Facility with technological tools such as Excel, Word, and basic desktop publishing

PREFERRED QUALIFICATIONS:

- 1) Experience with visual/layout design, especially online and graphic design
- 2) Ability to balance multiple activities and set priorities
- 3) Ability to produce detailed work with high degree of accuracy
- 4) A student who has contacts in the advertising or graphic design field

*** Acceptance into a WOU full -time, approved graduate student program is a condition of employment. The following documents are required prior to hire: Unofficial copy of currently enrolled WOU courses and Copy of the completed GTA Approval Request form.*

Re-appointment will be determined upon continuous enrollment in the graduate program, performance evaluation, and academic standing.

DUTIES AND RESPONSIBILITIES:

The *Marketing Research Assistant* will participate in research addressing design issues relevant to the Marketing discipline (e.g., possible topics would be corporate logos, mascots and team names, corporate identity manuals, etc.). This position will involve the Marketing Research Assistant:

- *Structuring a Research Project:* The Marketing Research Assistant will actively participate in the structuring of a design-related research project, which will involve identifying possible data sources, assessing, analysis, and critical thinking
- *Managing the Data Collection Process:* The Marketing Research Assistant will establish procedures and protocol for collecting data and documenting data sources, and will be responsible for collecting design-related data. Marketing Research Assistant will examine and code relevant data into a format suitable for statistical analysis.
- *Analyzing Data Utilizing Statistical Package:* The Marketing Research Assistant, with guidance from Supervisor, will analyze data with appropriate statistical tools.
- *Report Writing:* Marketing Research Assistant and Supervisor will generate a research report detailing the results of the design-related research project.
- *Presentation Skills:* Marketing Research Assistant will be required to present findings in a clear, lucid, and compelling fashion to an audience external to the Division of Business and Economics (e.g., PURE, a regional Marketing conference, presentation to a company interested in the research, etc.). Supervisor has extensive experience and skill in developing presentation skills, and will mentor Marketing Research Assistant in the presentation process.

HOURS:

Hours are expected to be arranged according to the Graduate Assistant's class and study schedule, with a total requirement of 19.6 hours per week (.49 FTE). Shifts may be slightly adjusted in response to periodic needs. Office location and hours will be determined; the timing of the majority of the required work (80%) will be determined by the GA (e.g., a few hours per week will need to be "synchronous" with the Supervisor, but the timing of all other work will be at the GA's discretion).

GA Position "Benefits": The work conducted as a Marketing Research Assistant will benefit the GA by improving skills that are highly valued in Industry and Education (e.g., the ability to conduct research, improved quantitative and statistical competency, writing and presentation skills, etc.), and by generating a "portfolio" of the type of work the GA is capable of producing.