

Market Research Manager
University of Wisconsin-Whitewater Business Outreach Office

http://www.uww.edu/employment/jobs/mrktng_res_mngr.html

Marketing Research Manager
Wisconsin Innovation Service Center

The Marketing Research Manager (MRM) will supervise new product and market development research projects at the Wisconsin Innovation Service Center (WISC), a business outreach service at the University of Wisconsin-Whitewater.

WISC's goal is to provide companies with strategic insight to make more profitable product and market development decisions. WISC specializes in new product and market assessments for innovative manufacturers, technology businesses, and independent inventors. Special research projects are conducted for both public and private organizations.

Since 1980, WISC has researched the viability of over 6,500 projects, from an international client base. Technical experts and researchers use an extensive array of resources to analyze information on technical feasibility, existing patents, market size, competitive intensity, demand trends, and other areas. WISC's research products cover product feasibility, competitive intelligence, distributor assessment, customer satisfaction, and strategic partner searches. WISC takes pride in an international reputation and an extremely high rate of client satisfaction. Over 75 percent of clients are referred by former clients and professionals. The position answers to the Director at the SBDC office.

Responsibilities

- Manages approximately 200 research products annually, on product feasibility, competitive intelligence, distributor assessment, customer satisfaction, and strategic partner searches
- Analyzes and summarizes exploratory market research results into clear reports that focus on client needs and actionable recommendations
- Maintains high client satisfaction rates and deadline expectations
- Coordinates and recruits outside technical consultants; develops and conducts interviews with a wide variety of professional and technical representatives. Identifies new research resources
- Hires/trains/supervises 15-20 student researchers and report editors; conducts student performance reviews
- Interacts with potential clients and existing clients with a consultative approach
- Oversight for our ***Ideas to Profits*** conference including development of workshops, scheduling of presenters, selection of key note speakers, coordination of needs with events team at host site, promotion needs, and related activities
- Supports, as needed, the development of WISC promotional materials.

Qualifications

Bachelor's degree in business-related field; experience in the development and implementation of market-driven, innovative programs and market research; marketing strategy and implementation experience; excellent written and oral communication skills; familiarity with Microsoft Office software.

Salary and Terms of Employment

This position is a full-time, annual academic staff position with official title of Associate Outreach Specialist. Approximate annual salary range \$35,000-\$45,000, with a highly competitive benefits package.

Please submit resume, letter of intent, copy of college transcript (official transcript will be required of finalist), and three references by May 3, 2010 to:

Sheila Vold, Office Manager
Business Outreach Services,
1204 Hyland Hall, UW-Whitewater
Whitewater, WI 53190

Position to be filled on or before July 1, 2010. Phone (262) 472-1365; email outreach1@uww.edu. Web: wisc.uww.edu.

The University of Wisconsin-Whitewater is an AA/EEO employer. We promote excellence through diversity and encourage all qualified individuals to apply. Criminal background checks of finalists will be conducted.