

Position Description

Position Title:	Coordinator (Assistant Manager), Market and Product Development
Division:	Market Research and Product Development
Reports To:	Senior Manager (Director) of Marketing and Product Development
FSLA:	Exempt

Position Function:

Works with Senior Manager (Director) of Marketing and Product Development Manager on implementation of market research plans, corporate relations strategies and product development efforts. Coordinates mail distribution and tracking, conducts market research and analysis, and initiates and supports various product lines. Coordinates communication between and among various departments. Will work with committees and task forces when appropriate.

Supervisory Responsibilities:

- None

Lateral Relationships:

Close Contact:

- Advocacy Department staff

Moderate Contact:

- Director of Education and Meeting Services, Director of Research, Director of Communications, Exhibit Manager
- Customer Services Department, Human Resources, and all other support teams.

Volunteers/Members Contact:

1. Interacts with industry leaders as an internal expert for organization's market research techniques and new product lines.
2. Liaison to specially assigned project task forces.
3. Extensive interactions with members, volunteers and select vendors.

Basic Functions and Responsibilities:

1. Conducts market research and analyzes data for appropriate outcome and implementation (e.g., surveys, literature reviews, focus groups and questionnaires).
2. Assists Senior Manager to enhance corporate relations through data gathering, customer service and project coordination.
3. Respond to member/non member inquiries in a professional, courteous, and timely manner.
4. Adhere to production deadlines for all projects.
5. Coordinates presentation materials for Board reports, marketing plans, recruitment/retention efforts, new product development campaigns, and select corporate/private support initiatives.
6. Develop and accurately maintain historical/statistical database and generate reports as requested by the Senior Manager. Keep accurate, up-to-date records of all projects.
7. Provide status reports to senior manger on a weekly basis.

8. Responsible for database management for projects related to the department, including but not limited to committee/task force listing, production schedules, research/assessment reports, tracking reports, computer database relationship links and other related project databases. Works with IT Coordinator to update e-mail committee/task force listings as needed.
9. Assist with gathering and summarizing financial information and producing reports for all related projects.
10. Assists Senior Manager in proofing content and routing materials to all related departments project leaders regarding changes to product copy made prior to printing of marketing piece.
11. Monitor inventory, calculate needs and work with Office Manager to order sufficient supplies (if needed).
12. Provide follow-up support in determining outcomes from individual projects.
13. Word process, proof, and mail correspondence, memos, reports, etc as directed by Senior Manager. Determine variable information to include in multiple form letters to members and service contractors.
14. Create and continually update SOPs (Standard Operating Procedures).
15. Staff Annual Meetings as assigned.
16. Other duties as assigned by the Senior Manager to contribute to the effectiveness, efficiency and growth of the office and department.

Job Specifications:

Minimum Education:

Bachelor's degree preferred; Associate degree required.

Skills Necessary:

Demonstrated proficiency with personal computer word processing software (Microsoft Office Suite). Basic understanding of spreadsheets, information management and databases preferred. Professional verbal and written communication skills. Accurate spelling and typing; proficient typing speed (45-55 words per minute). Excellent organization and analytical skills as well as the ability to adapt to a variable workload and function in a deadline-oriented environment.

Experience:

Minimum of two years related experience with problem-solving responsibilities or combination of relevant experience and education. Experience with computer functions preferred.

Supervision Received:

Responsibility for determining own work methods. Intermittent check on work methods and work products. Periodic updates to Senior Manager on assigned projects and duties.

Supervision Exercised:

May provide training and instruction to other employees or temporary employees on standard operating procedures of the department.

Travel:

One to three times per year, including weekends.