Market Research Analyst III

Job Code	20001038	**Job Family**	Marketing Communications	**Professional / Knowledge Worker**	
Department	Business Readiness	**Reports to**	Senior Manager, Business Readiness and Training	**Union Status**	Non-Represented
FLSA Status	Exempt	**Pay Grade**	2057	**This Job is a Lead**	No
Last Updated	12/1/2022				

Accountability for Workplace Culture

Our PUD values are at the center of our culture. Putting the safety, health, and well-being of our communities and those we work with is valued above all else and everyone on Team PUD must meet this commitment daily. Nothing we do in achieving our Mission is worth a single injury, and all who interact with us must feel they are valued and welcomed as individuals.

Everyone on Team PUD, in all positions, is accountable for achieving this safe and welcoming culture by:

1. Taking full ownership for the safety of themselves and their coworkers, while ensuring everyone feels valued and welcomed.
2. Taking action to identify and eliminate their own and others' at-risk behaviors, including the behaviors that may undermine another's feelings of being welcomed and valued.
3. Following all safety rules and regulations and ensuring the PUD's expectations for conduct and respect are maintained.
4. Openly sharing near-misses, safety learning opportunities, and ways we can learn to be a more welcoming place while encouraging others to do the same.
5. Utilizing Stop Work Authority to intervene with anyone, anytime, in any place.
6. Intervening or seeking guidance to stop actions that are harmful to the wellbeing, health, or sense of belonging of others, and which are detrimental to our PUD values.

Job Summary

Plans, develops, coordinates, and implements marketing and customer satisfaction research, surveys, and focus groups. Provides strategic data analysis and planning for District programs. Collaborates with departments across the District to inform program design and evaluation. Partners with Analytics Department in influencing the direction of Customer Analytics and leveraging analytic and data management shared services. Makes presentations to audiences large and small (Commission, All Managers, department staff meetings, etc.) and develops recommendations on program design, marketing plans, performance targets, and life cycle plans to staff and District management.

Accountabilities

Accountability #1
Ensure core design and development services for market related data and analytics by preparing internal and external data requests, conducting ad hoc quantitative analysis services, conducting analysis of analytic business and technical requirements, and similar responsibilities.

Accountability #2
Provides customer service (internal and external) through effective communication and collaboration to ensure needs are met. Builds and maintains effective relationships with stakeholders inside and outside the organization (e.g., customers, peers, cross-functional partners, external vendors, alliance partners). Contributes to building and sustaining an inclusive and equitable working environment by supporting all District employees. Actively supports and encourages every team member to share their ideas in an open and inclusive manner, and similar responsibilities.

Accountability #3
Ensure service excellence and customer satisfaction through the exploration of new ways to improve existing programs and services, researching and reporting market trends for continuous improvement, and similar responsibilities.

Accountability #4
Develops the strategy, roadmap, and feature definition for a program and contribute to the development and launch of program services, supporting the design and other activities, and similar responsibilities.

Accountability #5
Ensures that programs or service requirements are understood through regular interface with development personnel, work on viable solutions with consideration for customer requirements, and

similar responsibilities.

Accountability #6

Contribute to the timely and quality release of program service enhancements by understanding the prioritization and trade-offs between customer experience, business impact, performance, and post-launch support. Support the work of cross-functional design and/or technology teams, and similar responsibilities.

Accountability #7

Accountability #8

Accountability #9

Accountability #10

Minimum Qualifications Note

The minimum qualifications listed below are representative of the knowledge, skills, and abilities needed to perform this job successfully, as described in the Accountabilities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential Accountabilities (duties and responsibilities) of this position. If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please contact Human Resources at HRRecruiting@snopud.com, or by phone at 425-783-8655.

Qualifications – Education and Experience

Minimum **Required Education and Experience:**

Bachelor's Degree in Computer Science, Mathematics, Business, Marketing, Social Sciences, or related field, AND

Four (4) years of progressively more responsible experience in data management, analytics, or

information technology.

OR

Eight (8) years of progressively more responsible experience in data management, analytics, or information technology.

Preferred **Education and Experience:**

Qualifications – License(s) and/or Certification(s)

Minimum **Required License(s) and/or Certification(s):**

Preferred **License(s) and/or Certification(s):**

Qualifications – Skills and Abilities

Minimum **Required Skills and Abilities:**

Advertising and promotional strategies and building brand equity.
Budgeting, accounting, and statistical analysis.
Business concepts/theories/ practices.
Business writing skills and presentation techniques.
Computer applications including word processing, spreadsheets and databases.Interpersonal, technical, analytic, and writing skills.
Project management principles, practices, and philosophies.
Quantitative and qualitative research methods, including market segmentation, conjoint analysis and psychographics.
Customer service practices and principles.
Leadership and coaching techniques; decision-making processes.
Project management principles, practices, and philosophies.
SQL, R or Python.UI and visualization design principles.
Marketing Analytics: descriptive, predictive, and prescriptive.
Marketing analytics ecosystem.
Data management.

Data warehousing.

Communicate and work effectively with diverse individuals/groups at all levels of the organization, co-workers, customers, and external vendors.

Complete detailed reports.

Handle confidential information appropriately.

Learn, interpret, and apply District policies and procedures.

Make presentations to internal and external audiences in a professional manner.

Perform a variety of tasks and assignments simultaneously, prioritize, and meet deadlines.

Plan and conduct meetings with District staff and external staff.

Proactively and constructively deal with conflict.

Problem-solve.

Think logically, be organized, and attend to details.

Think strategically as it relates to the use of market research as well as interpreting the results and applying them to business situations.

Use independent and discretionary judgment.

Use word processing, spreadsheet, reporting, and presentation software.

Work and perform well in a fast-paced environment.

Work as part of a team.

Demonstrate expertise in the analytic visualization tools.Interpret analytics technical information and explain in understandable terms.

Use independent and discretionary judgment and apply risk and impact analysis in decision making.

Design complex marketing data analytics workflow solutions.

Manage vendor deliverables and expectation to achieve successful marketing outcomes.

Consults and designs marketing analytics solutions that drive discovery and continual customer experience improvement across the enterprise.

Demonstrate business acumen through an understanding of business and operation's concepts, processes and the systems that support them.

Develop key performance indicators to measure and optimize business capabilities.

Understand the marketing analytics ecosystem.

Preferred **Skills and Abilities:**

Competencies

The following competencies describe the cluster of behaviors associated with job success in the job group identified as "Professional / Knowledge Worker".

- Adaptability
- Building Customer Loyalty
- Building Partnerships
- Communication
- Continuous Improvement
- Continuous Learning
- Courage
- Decision Making
- Earning Trust
- Emotional Intelligence Essentials
- Facilitating Change
- Influencing
- Initiating Action
- Innovation
- Leveraging Feedback
- Mentoring
- Planning and Organizing
- Positive Approach
- Professional Knowledge and Aptitude
- Stress Tolerance
- Technology Savvy
- Valuing Differences
- Work Standards

Physical Demands

Physical Demands List	Frequency
Sit	Frequent (34-66%)
Walk	Occasional (11-33%)
Stand	Occasional (11-33%)
Drive	Seldom (1-10%)
Work on ladders	Never
Climb poles or trees	Never
Work at excessive heights (note heights in open text box below)	Never
Twist	Never
Bend/Stoop	Never
Squat/Kneel	Never
Crawl	Never
Reach	Seldom (1-10%)
Work above shoulders (note specific activity in open text box below)	Never

Use Keyboard /mouse	Constant (67-100%)
Use wrist (flexion/extension)	Seldom (1-10%)
Grasp (forceful)	Never
Fine finger manipulation	Constant (67-100%)
Operate foot controls	Seldom (1-10%)
Lift (note weight in open text box below)	Never
Carry (note weight in open text box below)	Occasional (11-33%)
Push/Pull (note specifics in open text box below)	Never
Work rapidly for long periods	Never
Use close vision	Constant (67-100%)
Use distance vision	Seldom (1-10%)
Use color vision	Never
Use peripheral depth perception	Never
Speak	Frequent (34-66%)
Hear	Frequent (34-66%)

Additional Physical Demands not listed above and associated frequency below.

Mental Demands

Communication	Frequency
Understand and carry out simple oral instructions	Frequent (34-66%)
Understand and carry out complicated oral instructions	Frequent (34-66%)
Train other workers	Occasional (11-33%)
Work alone	Constant (67-100%)
Work as a member of a team	Constant (67-100%)
Follow standards for work interactions	Constant (67-100%)
Write communications for clarity and understanding	Frequent (34-66%)
Speak with clarity with others	Constant (67-100%)
Comprehension	**Frequency**
Read and carry out simple instructions	Frequent (34-66%)
Read and carry out complicated instructions	Frequent (34-66%)
Retain relevant job information	Constant (67-100%)
Reasoning	**Frequency**
Read and interpret data	Constant (67-100%)
Count and make simple arithmetic additions and subtractions	Occasional (11-33%)
Use intermediate and/or advanced math	Occasional (11-33%)

Organization	Frequency
Plan own work activities	Constant (67-100%)
Plan work activities of others	Seldom (1-10%)
Direct work activities of others	Seldom (1-10%)
Resilience	**Frequency**
Work under pressure	Occasional (11-33%)
Work for long periods of time	Occasional (11-33%)
Work on several tasks at the same time	Constant (67-100%)

Additional Mental Demands not listed above and associated frequency below.

Work Environment

Environmental Conditions List	Frequency
Exposure to weather	Seldom (1-10%)
Wet and/or humidity	Seldom (1-10%)
Atmospheric conditions	Seldom (1-10%)
Confined/restricted working environment	Never
Vibratory Tasks – High	Never
Vibratory Tasks – Low	Never

Additional Environmental Conditions in this job not listed above and the associated frequency below.

Risk Conditions List	Frequency
Exposure to Heights	Never
Exposure to Electricity	Never
Exposure to Toxic or Caustic Chemicals	Never
Working with Explosives	Never
Exposure to Radiant Energy	Never
Extreme Cold	Never
Extreme Hot	Never
Proximity to Moving Mechanical Parts	Never
Noise Intensity	Never
Exposure to animals	Never

Working with angry customers	Seldom (1-10%)

Additional Risk Conditions present in this job not listed above and the associated frequency below.

On-Call Status and Frequency

On-Call is required.
○ Yes
⊙ No

On-call activities and frequency.

Work Location

The primary assignment for this position is:
○ Remote
⊙ Office Hybrid
○ On-Site
○ Field/Job Site

While this description has provided an accurate overview of responsibilities, it does not restrict management's right to assign or reassign duties and responsibilities to this job at any time. This position description is designed to outline primary duties, qualifications, and job scope, but not limit our employees or the organization to complete the work identified. In order to serve our customers best, each employee will offer their services wherever and whenever necessary to ensure the success of the District in serving our customers, to further the safety, health, and inclusivity of employees and the public, and achieve expectations of the District overall, while also remaining flexible in recognition of the employee's wellbeing.