



PRINCIPAL RESEARCH PROJECTS ANALYST

JC: AF234
PB: G
FLSA: Exempt

BU: 31 (AFSCME)
Created: July 11, 2001
Revised: February 3, 2004

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Performs a variety of highly complex tasks relative to assigned area of responsibility; assigns, reviews and participates in the work of staff responsible for survey and market research operations; ensures work quality and adherence to established policies and procedures and performs related duties as assigned.

CLASS CHARACTERISTICS

This is the highest level in the Research Project Analyst series. Positions at this level perform the most complex duties assigned to the series or are responsible for participating in supervising, assigning, and reviewing the work of subordinates. Positions at this level possess a specialized, technical or functional expertise within the area of assignment or may exercise lead supervision over assigned lower level staff. Incumbents may also be responsible for overseeing the work of outside consultants and contractors. Employees are typically assigned significant responsibilities above the journey level and often exercise independent judgment in the performance of all duties.

REPORTS TO

The Principal Research Projects Analyst reports to the Department Manager, Marketing & Research for direction and assignments. The position may supervise other research projects analysts as needed.

EXAMPLES OF DUTIES - *Duties may include, but are not limited to the following:*

1. Performs the most technical and complex analytical duties in support of economic, operations and customer research operations; defines survey or research objectives; designs survey and research instruments; establishes evaluation parameters; coordinates data collection; analyzes results and makes recommendations on program adjustments.
2. Participates in the development of policies and procedures; monitors work activities to ensure compliance with established policies and procedures; implements goals and objectives, implements approved policies and procedures; makes recommendations to implement changes and improvements to existing standards and procedures.
3. Coordinates the provision of outside consulting services, creates scope of work; defines consultant

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- tasks; evaluates proposals; recommends award of contract and oversees the preparation of contract and reloaded documents.
4. Coordinates the work of outside marketing research consultants; oversees consultant work; provides feedback and advice to consultants on an ongoing basis; acts as point of contact with District staff; evaluates results and consultant performance.
 5. Monitors budget and expenses of ongoing marketing projects; updates budget projections; analyzes and justifies budget variances; prepares purchase requisitions and check requests.
 6. Coordinates a variety of quantitative marketing surveys and statistical research projects; develops implementation plans, goals and objectives; integrates results with secondary source data and transportation research experience to make actionable recommendations.
 7. Initiates, reviews and analyzes funding of qualitative research including focus group sessions, mini-groups and executive interviews; integrates findings into results of other research; reports key points and findings.
 8. Oversees quarterly Passenger Environment Survey activities; coordinates and assigns part-time survey data collection staff; develops database and special programming; performs statistical analysis and evaluation; develops and presents report to executive staff and other departments.
 9. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of marketing and research and related areas.
 10. May participate in the selection of assigned staff; provide or coordinate staff training; may work with employees to correct deficiencies; may implement discipline procedures.
 11. Provide assistance to other departments on market research planning issues; design and analyze measures utilized in the Quality Performance Report.
 12. Provides staff assistance to higher level management; participates on a variety of committees; prepares and presents staff reports and other correspondence as appropriate and necessary.
 13. Conducts studies for presentation to the Board.

QUALIFICATIONS

Knowledge of:

- Operations, services and activities of a marketing research and survey program
- Principles of lead supervision and training
- Advanced methods and techniques of market research program analysis
- Advanced methods and techniques of statistical, financial, and qualitative analysis
- Advanced methods and techniques of transportation system analysis
- Methods and techniques of cost benefit analysis
- Current office equipment including computers and supporting word processing and spreadsheet applications
- Complex principles and procedures of record keeping

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- Computer hardware and software functions including database management and data conversion
- Related Federal, State and local codes, laws and regulations

Skill/ Ability in:

- Performing complex market research analysis
- Designing and implementing market research projects
- Leading, organizing and reviewing the work of staff
- Independently performing the most difficult statistical survey analysis
- Coordinating consultant and contracted services on research projects
- Interpreting, explaining and enforcing department policies and procedures
- Performing advanced marketing research and analysis
- Designing and utilizing computerized databases
- Analyzing, summarizing and presenting complex market research studies
- Working independently in the absence of supervision
- Understanding and following oral and written instructions
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships with those contacted in the course of work

MINIMUM QUALIFICATIONS

Education:

Possession of a Bachelor's degree in Marketing, Statistics or a closely related field from an accredited college or university.

Experience:

The equivalent of four (4) years of full-time equivalent verifiable market research analysis experience which must have included at least one (1) year of supervisory experience.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for sitting, standing or walking for prolonged periods of time.

BART EEO-1 Job Group: 3500 – Professionals

Census Code: 0710 – Management Analysts

Safety Sensitive: No