



RESEARCH PROJECTS SUPERVISOR

JC: AF233
PB: AFH
FLSA: Exempt

BU: 31 (AFSCME)
Created: October 1990
Revised: June 2019

*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

Under direction, coordinates and evaluates Passenger Environment program activities and operations within the Marketing and Research Division of the Officer of External Affairs; coordinates the measurement and reporting of customer satisfaction and other marketing research projects; coordinates assigned activities with other divisions, outside agencies and the general public; provides highly responsible and complex staff assistance to the Director of Marketing & Research.

CLASS CHARACTERISTICS

This single position supervisor level classification is responsible for evaluating and coordinating the measurements and reporting of customer satisfaction and other marketing research projects and supervises other research projects analysts and part-time survey takers.

REPORTS TO

Director of Marketing & Research or designee.

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

1. Coordinates the organization and operational activities for the Passenger Environment Survey program which measures line, yard and police zone performance in meeting the District's service quality objectives.
2. Participates in the development and implementation of goals, objectives, policies and priorities; recommends and implements resulting policies and procedures.
3. Identifies opportunities for improving service delivery methods and procedures; identifies resource needs; reviews with appropriate management staff; implements improvements.
4. Directs, coordinates and reviews the work plan for assigned services; assigns work activities and projects; monitors workflow; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.

Research Projects Supervisor

Page 2

5. Coordinates information systems support for program services including database development, data conversion, special needs programming and statistical data analysis.
6. Coordinates all phases of quantitative and qualitative marketing research projects from conceptual design through market planning and data analysis, presentation and dissemination.
7. Provides assistance to other District departments and divisions in needs assessment, competitive, financial and data analysis, program design and methodology, and recommendations for market strategies.
8. Participates in the selection of technical and clerical staff; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline procedures.
9. Participates in the preparation and administration of the division program budget; submits budget recommendations; monitors expenditures.
10. Prepares analytical and statistical reports on operations and activities.
11. Participates on a variety of committees; prepares and presents staff reports and other correspondence as appropriate and necessary.
12. Coordinates assigned activities with those of other divisions and outside agencies and organizations.
13. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of customer service and market research concepts and programs.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services and activities of a market research and customer satisfaction program.
- Current and complex principles and practices of market research.
- Methods and techniques of designing and developing program measurements including surveys and questionnaires.
- Methods and techniques of performing statistical analysis in assigned program areas.
- Principles and practices of database administration and conversion.
- Principles of lead supervision and training.
- Related Federal, State and local laws, codes and regulations.

Skill/Ability in:

- Planning, coordinating and implementing programs to assess passenger satisfaction with District services.
- Leading, organizing and reviewing the work of staff.
- Performing statistical analysis.
- Developing tools which measure customer satisfaction against District objectives.
- Coordinating database conversion and administration activities.
- Evaluating program effectiveness and making recommendations.
- Interpreting and explaining District market research policies and procedures.

Research Projects Supervisor

Page 3

- Preparing clear and concise reports.
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.

MINIMUM QUALIFICATIONS

Education:

Possession of a bachelor's degree in business administration, finance, marketing or a closely related field from an accredited college or university.

Experience:

Four (4) years of (full-time equivalent) verifiable market and customer research experience, which must have included at least one (1) year of administrative and/or lead 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, walking or standing for prolonged periods of time.

BART EE0-1 Job Group: 1500 – Supervisors/Other
Census Code: 0710 – Management Analyst
Safety Sensitive: No