



SENIOR RESEARCH PROJECTS ANALYST

JC: AF232
PB: E
FLSA: Exempt

BU: 31 (AFSCME)
Created: January 1, 1999
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

Participates in the more complex and difficult analytical work of staff responsible for survey and market research operations; coordinates all phases of market research projects from inception to implementation; and performs a variety of analytical tasks relative to assigned areas of responsibility; and performs related duties as assigned.

CLASS CHARACTERISTICS

This is the advanced journey level class in the Research Projects Analyst series. 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. Employees are typically assigned significant responsibilities above the journey level and often exercise independent judgment in the performance of all duties. This position is distinguished from the Principal Research Projects Analyst in that the latter performs the most complex duties assigned to the series.

REPORTS TO

The Senior Research Projects Analyst reports to the Department Manager, Marketing and Research.

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

1. Performs a variety of 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. Performs marketing research; designs research study and performs statistical analysis; presents results to management.
3. Coordinates the provision of outside consulting services, creates scope of work; defines consultant 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

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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. Trains assigned employees in their areas of work including surveying methods, procedures and techniques.
10. Provides assistance to other departments on market research planning issues.
11. Designs and analyzes measures utilized in the Quality Performance Report.

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
- 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

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- 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 from an accredited college or university in Marketing Research, Statistics or a closely related field.

Experience:

The equivalent of three (3) years of full-time verifiable market research analysis 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 EEO-1 Job Group: 3500 – Professionals
Census Code: 0710 – Management Analysts
Safety Sensitive: No