GENERAL SUMMARY:

Arizona State University Research Enterprise (ASURE) is an independent not-for-profit organization focused on applied research and development programs/projects. Affiliated with the ASU Foundation for A New American University and Arizona State University, ASURE conducts advanced technology development and restricted-access programs for the military, defense and security industry.

The Marketing Research Specialist is the primary Point of Contact for multiple universities participating in an Arizona state wide Challenge Competition sponsored by the Arizona National Guard (Army and Air) focused on recruiting and retention marketing campaigns.

ESSENTIAL FUNCTIONS:

- Assist with strategy and execution of marketing programs and processes to support challenge competitions
- Develop comprehensive timelines with input from the assigned members of the team that reflect the customer’s and projects deadline
- Proofread documents and design drafts for errors; double check revisions for corrections
- Oversee digital, direct mail, video and social media campaigns
- Primary contact for team members regarding coordination with partnering institutions
- Schedule video shoots and photo shoots as needed, reserving conference rooms and transportation
- Attend weekly staff team meetings to discuss job status and workload
- Compiling and analyzing statistical data using modern and traditional methods
- Other miscellaneous duties as assigned

SKILLS & ABILITIES:

- Attention to detail and thoroughness in completing assigned duties
- Highly organized and able to handle multiple tasks
- Collaborative style, combined with the ability and desire to work in a team-based environment
- Self-motivated, high-energy performer who can thrive in a fast-paced, interrupt driven environment
- Ability to maintain a high degree of confidentiality and responsibility regarding information related to ASURE and the project customer
- Strong and collegial interpersonal skills and an ability to communicate effectively in person, in writing, and by phone
- Ability to work both independently and as part of a team
- Problem solver who can take initiative and set priorities while being flexible
- Team-oriented strategist able to effectively manage complex situations involving numerous and sometimes competing constituencies
- Ability to represent the institution well
- Adept at navigating complex environments with evolving priorities and communication plans
- Knowledge of Outlook, Excel and Microsoft Word
- Travel is required up to 20%

EDUCATION/QUALIFICATIONS:
Pursuing a degree in a related field as a minimum and two+ years’ experience in a customer service-related position, with responsibility for coordinating projects from inception to completion. A Bachelor’s degree in a related field a plus.

MENTAL DEMANDS:

Clarity of focus while problem-solving and remaining flexible with processes.

PHYSICAL WORK CONDITIONS:

Ability to lift twenty-five pounds. You may sit for long periods of time preparing documents on the computer.

WORKING CONDITIONS:

Typical office working conditions with an absence of disagreeable elements. This position may require some early mornings and evenings to accommodate meetings and events.

WORKING EQUIPMENT

This position will require a laptop/tablet computer and telephone that is provided and maintained by ASURE.

EEO STATEMENT

The ASURE is an Equal Opportunity Employer.

Approval Signatures

Department Administrator ___________________________ Date ____________________

Human Resources ___________________________ Date ____________________