



## Director of Market Research

The **Director of Market Research** is responsible for the development, programming and fielding of all market research initiatives to support the larger strategy of understanding the organization's landscape (membership, as well as non-members where appropriate) through data. This role reports directly to the VP of Marketing Insight. The ideal candidate has the strategic and tactical skillset needed to gather information via research, understand data deeply, extract the most relevant insights, and use insights to advise chapter leaders on how to stay relevant and provide value to membership.

### **Main Responsibilities for the Director of Market Research:**

Develop and implement a strategy to create, program and launch surveys to the AMA Chicago membership, lapsed members and non-members to provide appropriate data and insights for making strategic decisions. Responsibilities include:

- Negotiate and maintain Question Pro survey software license at no cost to the chapter
- Work with chapter leadership on planning an annual schedule of event/program survey evaluations based on the Programming calendar
- Oversee the volunteers who handle various facets of the survey market research process and hold each accountable for the tasks they own
- Keep the chapter Members Journey Map personas up to date via semi-annual surveys
- Fulfill chapter ad hoc requests for research/surveys as needed to keep the Board informed on programming and member needs trends

### **Top Three Requirements for the Director of Market Research:**

- Expertise in quantitative and qualitative research techniques
- Proven supervisory and team management skills
- Ability to delegate to other volunteers

### **Time Commitment:**

- 2 hours a week