

Academic Market Researcher (6948U) 63671
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=229020>

Downloaded On: May. 9, 2024 2:51am

Posted Jan. 17, 2024, set to expire Jun. 30, 2024

Job Title Academic Market Researcher (6948U) 63671
Department New Academic Ventures
Institution University of California, Berkeley
Berkeley, California

Date Posted Jan. 17, 2024

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Public Policy & Administration
Social Sciences - General

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Job Description

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education,

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distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and our [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

Founded in 2017, New Academic Ventures, Berkeley (NAV-B) serves UC Berkeley's many academic units, divisions, and departments in the ideation and development of revenue-generating academic programs (in-person, hybrid, online). NAV-B consists of a dynamic team within the division of Academic Planning with expertise in academic program ideation, financial modeling, market research analysis, contract negotiations, and project management.

Position Summary

We are seeking an enthusiastic market researcher to join our dynamic NAV-B team. The Market Research Analyst is responsible for in-depth, proactive market research related to academic programs at UC Berkeley. Under the general direction of the Assistant Vice Provost of Academic Planning, and as a key member of the New Academic Ventures, UC Berkeley team (NAV-B), the analyst will conduct primary and secondary research into potential new and existing academic programs.

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Application Review Date

The First Review Date for this job is: 1/30/2024. This position is open until filled.

Responsibilities

- Utilizing primary and secondary research methodologies, gathers, analyzes, synthesizes, and reports on complex research projects requested by campus stakeholders.
- Primary research includes all aspects related to designing and implementing hierarchical Bayes conjoint analyses to inform optimal academic program design and pricing strategy, run market simulations, and forecast total market size and UC Berkeley's potential market share.
- Assesses current and future market demand for new and existing academic programs.
- Assesses current and future job markets related to new and existing academic programs.
- Conducts analyses of the competitive landscape for new and existing academic programs.
- Produces well-documented and reproducible findings and presents findings to a range of audiences including senior leadership, technical, and non-technical audiences.
- Independently conducts proactive research to identify opportunities in higher education programming nationally and internationally and reports findings to senior academic leaders.
- Conducts gap analyses in academic programming compared to current and future job skills and job markets and reports findings.
- Creates and maintains data visualizations/dashboards of academic program information, including all UC Berkeley program data, UC-wide program data, the online academic programming landscape, IPEDS, and other market research as needed.
- Utilizes both scripting and non-scripting methods to clean, split-apply-combine, analyze, and summarize structured and unstructured data.
- Collaborates with campus academic leaders on the ideation of potential new academic revenue generating programs utilizing well-documented and reproducible research.
- Continuously improves technical and non-technical skills needed for NAV-B and the campus mission.

Required Qualifications

- Requires general knowledge in data collection and analysis techniques; statistics or social science research techniques.
- Knowledge of and/or can quickly learn common organization-specific computer application programs.
- Knowledge of and/or can quickly learn organizational principles and procedures involved in

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handling sensitive data (for example, Family Educational Rights and Privacy Act, or FERPA).

- Thorough active listening, critical thinking, good interpersonal skills and ability to multi-task.
- Strong ability to present information in a clear concise manner verbally and in writing.
- Understanding of and/or can quickly learn organizational rules and regulations.
- Able to provide good judgment, decision-making, and problem solving.
- Prior survey experience.
- Experience with various methodological approaches.
- Higher education analysis experience or private sector academic research experience.
- 2+ years' Experience with data collection, retrieval, analysis, reporting, and visualization in an applied context.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Master's Degree in Data science, statistics, social science, business administration, public policy, higher education, or a related field
- Strong proficiency in Tableau and/or other business intelligence software to create and use dashboards and other data displays.
- Knowledge of Lightcast products or similar.
- Proficiency in using SQL to retrieve, clean, and process data from multiple sources.
- Proficiency with data analysis software (e.g., R, Stata, SAS).

Salary & Benefits

This is a 100% full-time (40 hrs a week) exempt career position, which is paid monthly and eligible for UC Benefits.

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the

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range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$85,000.00 - \$115,000.00.

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This position requires most work to be conducted on the UC Berkeley campus but is eligible for a hybrid work schedule.
 - Details will be determined between employee and supervisor.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see [the U.S. Equal Employment Opportunity Commission](#) poster.

For the complete University of California nondiscrimination and affirmative action policy, please see the University of California [Discrimination, Harassment, and Affirmative Action in the Workplace](#) policy.

Referral Source info

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This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

To apply, visit

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCH

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

University of California, Berkeley

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