

PPAI JOB DESCRIPTION

Senior Manager, Research, Data Insights & Analysis

Brief Summary of Position

Responsible for overseeing, planning and executing all phases of PPAI market research and internal research, delivering high-quality statistics, data analytics and insights to support PPAI's stakeholders and drive informed decision-making

Reporting Structure

Title of reporting manager: Publisher/Editor-in-Chief

Department: Media

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt

Compensation (Hourly / Salary): Salary

Job Status (Full-Time /Part-Time /Temp): Full time

Daily Schedule (Start time Flexible / Not Flexible): Flexible

Work Location: Work from HQ location in Irving, TX preferred, but remote candidates will be considered equally.

Job Discretion

How many people does this position supervise: 1

Does this position have disciplinary responsibilities: Yes

Does this position have hiring / termination responsibilities: Yes

Does this position have evaluation responsibilities: Yes

Essential Functions and Key Responsibilities:

1. Develop, implement and oversee research strategies, methodologies, and projects, ensuring high-quality output and adherence to deadlines.
2. Responsible for evaluating, developing and maintaining the research budget and for spending funds allocated to research.
3. Lead and mentor a research manager in the design and execution of various projects.
4. Determines what research projects will be conducted each year with input from management and membership, and for outsourced projects, is responsible for securing proposals from research vendors and working with them once assigned to a project.
5. Responsible for reporting the results of each study, in a manner appropriate to the audience, which could include PPAI staff, membership, various committees, the Board of Directors, academia or the general public (both in verbal and written formats).
6. Develop and maintain strong industry relationships to stay informed about the latest trends and market developments, shaping research projects accordingly.
7. Oversee the development and management of research and data-focused tools, resources, and products.
8. Develop the annual research calendar.
9. Design, develop content and guarantee the integrity of all research projects.

10. Work to present and promote research findings in a way that makes PPAI, research not only visible, but useable for the PPAI member and promotional products industry.
11. Write summary articles for publication.
12. Additional duties as assigned by manager.

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements for Enter Position

School/Certification Authority	Degree/ Certification	Major/ Minor
College	Bachelors	Marketing Research, Data Analytics, Business or Related Field

Experience Requirements

Type of Work	Years of experience	Depth of Experience	Other Details
Research Project Management	7-10 years	High	
Statistical Analysis	7-10 years	High	
Research Design/Survey Development	7-10 years	High	
Research Results Presentation (written & oral)	4-5 years	High	

Knowledge, Skills and Abilities Required

- Proven experience leading in a research or data analytics environment
- Strong analytical skills and the ability to draw meaningful insights from data
- Excellent communication and presentation skills, both written and verbal, with the ability to convey complex concepts simply and effectively.
- Adept at managing multiple research projects, resources, and timelines simultaneously.
- High level of proficiency with data analysis software and tools
- Knowledge of the promotional products industry is a plus.
- Management experience is a plus.
- Ability to communicate with individuals at various job levels
- An aggressive worker and self-starter who requires minimal supervision
- Ability to look at research with from a business and editorial perspective

Physical Activity

- Sitting
- Standing
- Lifting
- Pushing/Pulling
- Bending/Stooping
- Extended work hours, extended weeks (endurance requirement)

Work Environment

- Office environment
- Trade show floor or event venues
- Temperature controlled environment
- Travel: Must be able to travel

PPAI is an Equal Opportunity Employer (EOE)

Apply to: apply@ppai.org