



The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization working to encourage the development and adoption of energy-efficient products and services. We develop market transformation initiatives that help consumers, businesses, and communities reap the environmental and cost benefits of using energy more wisely. Come join our team of smart, passionate, and experienced professionals to achieve our mission. If you are looking for a challenging career in an industry with booming potential, you've found the right place!

---

## SENIOR MANAGER, MARKET RESEARCH AND EVALUATION

This position directs the work of NEEA's market research and evaluation department, which is responsible for designing and executing market research and evaluation activities that inform strategy and investment decisions on \$40 million in annual energy efficiency investments. The incumbent supervises the planning and execution of a \$4 - \$5 million annual budget, leading a staff of 5 market research and evaluation professionals. This position works in partnership with all areas of the organization and with key external stakeholders to ensure the integration of market research and evaluation with program strategy, planning and continuous improvement.

### ESSENTIAL FUNCTIONS:

- Holds, evolves and communicates the strategic vision of the market research and evaluation function.
- Supervises the planning and execution of all market research and evaluation activities.
- Plans and manages annual budget of \$4 million - \$5 million.
- Provides management supervision and leadership for project managers and external contractors to ensure consistency and quality in evaluation and market research deliverables.
- Collaborates with program implementation team to develop program logic models that describe the theory of market transformation and establish measurable indicators of progress to be evaluated.
- Identifies opportunities to increase program effectiveness based on evaluation and market research.
- Leads/facilitates two regional stakeholder groups—the Northwest Research Group and the NEEA Evaluation Advisory Committee.
- Develops presentations for NEEA management, staff, Board of Directors, and various stakeholder groups
- Tracks and reports progress against goals, objectives, timelines, and budgets.
- Develops and implements approaches for tracking initiative performance.
- Develops and continuously improves market research and evaluation processes and work products to ensure quality deliverables and an effective working relationship with other NEEA departments.
- Establishes and maintains connections across the evaluation field to assure the strongest and best suited evaluation and market research techniques are applied

### SECONDARY FUNCTIONS:

- Provides direct project management, as needed.

### EDUCATION and EXPERIENCE:

- At least 10 years' experience in the market research/evaluation field.
- Master's degree in economics, business, social sciences or related field required, Ph.D. with less experience may be considered.
- Minimum 5 years prior experience directly managing professional staff and research and/or evaluation contractors

- Minimum 5 years budget management responsibility that includes successful development and execution of market research and/or evaluation plans to support business decisions for multi-million dollar business units.

Candidates must be able to answer several questions for their application to be considered. Please note that the application system will time out after 1 hour. Most of the questions require very short responses. However there are three questions that may require some preparation. NEEA would like to advise that you prepare for these questions prior to completing your application, or submit your answers as an attachment, including the question you are answering, in your text.

1. Write five (5) words that describe you
2. What are five (5) attributes needed to successfully manage an evaluation/market research department?
3. Please describe a complex market research or evaluation project for which you were responsible. How did you approach it and what were the outcomes?

To complete an application and obtain a more detailed description of this position, please go to <http://neeajobs.iapplicants.com>

NEEA is an Equal Opportunity Employer