



GTU

Job Announcement

Project Assistant - Research, Analysis and Operations

Office of Marketing and Enrollment Management

Graduate Theological Union

Located in Berkeley, California, the Graduate Theological Union (GTU) is the largest and most diverse partnership of seminaries and graduate schools in the United States, pursuing interreligious collaboration in teaching, research, ministry, and service. Since its founding in 1962, the GTU has produced thousands of alumni who teach at eminent universities and seminaries, lead and work in a broad variety of arenas – cultural, economic, inter-religious, non-profit and political – to achieve the greatest good.

The GTU's Office of Marketing and Enrollment Management seeks a dynamic and enthusiastic Project Assistant to work directly with the Vice President for Marketing and Enrollment Management in contributing to the success of key initiatives through the support of research, data collection and analysis, and day-to-day departmental operations. The successful candidate will have an exceptional grasp of primary and secondary research techniques, demonstrate drive in separating the "wheat from the chaff" in assembling, analyzing and extrapolating insights from robust data sets, have strong attention to detail and have proficiency in Microsoft Office 365 program software.

The ideal candidate will be comfortable working in a fast-paced environment, remaining flexible, resourceful, and professional under pressure. Excellent oral and written communication skills, presentation skills, comfort and fluency with new digital applications and high degree of discretion will also be an asset.

Responsibilities

- Collaborate with appropriate GTU stakeholders to develop clear, concise market research briefs.
- Conduct quantitative and qualitative market research, under direction of Vice President.
- Analyze and interpret data to help identify key insights or resolve concerns.
- Develop meaningful data extracts from public and proprietary databases and dashboards.
- Together with Vice President, assist in stewarding project management of end-to-end market research and new program launch process.
- Support Vice President and collaborate with senior marketing and enrollment management team in development of data dashboards and comprehensive, compelling monthly enrollment funnel reports that take advantage of data visualization techniques.

- Build collaborative relationships with key university resources and exercise judgment in avoiding and solving internal bureaucratic challenges.
- Maintain accurate and orderly files and records.
- Administrative support and other duties as assigned.

Qualifications

Required:

- Minimum 2+ years of working experience in administrative capacity.
- Minimum of 1+ year project management experience in professional capacity.
- Deep knowledge of research techniques and best practices.
- Skilled at executing multiple projects simultaneously with efficient time management, and without sacrificing exceptional attention to detail.
- Excellent communication skills in business contexts, written and oral, is essential.
- Superior organizational skills and detail orientation; ability to keep track of multiple projects and ensure timely follow-up.
- High proficiency with technology.
- Familiarity with project management and data enterprise software.
- Demonstrable strength in crafting compelling, visually stimulating presentations using a variety of tools and software, with a knack for turning facts into stories.
- Responsive to feedback.
- Team player.

Preferred:

- Understanding of standard marketing performance metrics across a wide variety of touchpoints and tactical approaches.
- Experience conducting basic market and user research, and reporting findings effectively.
- Intellectually curious.

This is a part-time, 10-12 hr./week position for one qualified student with relevant experience at the GTU. Applicants should supply resume, cover letter and sample presentation that showcases skills in domain of data analysis and reporting to Sephora Markson at smarkson@gtu.edu.