

National Assembly of State Arts Agencies

RESEARCH MANAGER

NASAA's research manager plays an important role in building a national evidence base about the arts and state arts agencies. This position is responsible for designing, managing and conducting surveys; the oversight and analysis of data; and the written, visual and verbal communication of findings. Areas of focus for this position include state arts agency budgets, revenues and operations data along with economic data and internal evaluations. The research manager directs special projects and leads group activities.

CORE RESPONSIBILITIES

- **Design, conduct and coordinate surveys.** Supervise or conduct the administration of all NASAA surveys. Develop effective survey questions that yield reliable answers. Design data collection instruments. Track response rates and manage data collection and reporting processes.
- **Analyze survey data.** Validate data and identify key findings and trends.
- **Report on survey results.** Produce narrative reports, tables, charts, dynamic data visualizations, maps and other communications that summarize findings, facilitate understanding of the information and make NASAA information accessible.
- **Respond to information requests** from members, the National Endowment for the Arts, the public and NASAA staff.
- **Secure quantitative and qualitative data to inform NASAA's research or policy work.** This may include compiling demographic or economic data from federal agencies, gleaning information on state budget trends, monitoring the status of budget proposals, or gathering information on policy mechanisms used to fund the arts.
- **Manage annual data series relating to the creative economy.** Secure and structure economic data from the U.S. Bureau of Economic Analysis and the National Endowment for the arts. Oversee the preparation of web based creative economy interactive visualizations.

PROJECT MANAGEMENT

- Coordinate research team responses to **information requests.** Acknowledge requests, route to the appropriate staffer(s) and ensure timely follow-up.
- Lead ongoing NASAA **data visualization** services in coordination with the senior director of research.
- Conduct **special projects** such as topical surveys, fee-for-service activities or the preparation of presentations.
- Systematically **track contacts** with NASAA members. Extract and analyze data from NASAA's customer relationship management database. Prepare regular reports of information requests fulfilled and other performance measures.
- **Manage and maintain** a variety of NASAA relational databases and provide efficient access to longitudinal information or complex data sets. Modify or develop new databases to meet NASAA's evolving functional requirements. As needed, secure outside

technical expertise to advise NASAA on database development and recommend system improvements.

ADDITIONAL RESPONSIBILITIES

- **Contribute to the design of surveys, spreadsheets** and other research tools used for NASAA planning, governance, programs or operations.
- **Develop effective designs and layouts** for research reports, data visualizations, infographics and other research communications tools.
- **Contribute to NASAA's newsletter, website and social media channels.** Identify potential topics and summarize the findings of research on the arts or other current issues of interest to the membership.
- **Analyze data on NASAA's social media and website metrics** to support NASAA's communications and performance measurement efforts.
- Maintain and organize NASAA's records of **state arts agency job descriptions, job announcements and organizational charts.**
- Maintain and organize **systematic documentation** of NASAA's survey methods and protocols for validating survey data and updating key research products.
- **Contribute to organization wide team efforts,** such as conferences, communications, committee work or organizational development efforts.
- Other duties as assigned.

DIVERSITY, EQUITY AND INCLUSION

All NASAA staff positions help to advance NASAA's commitment to diversity, equity and inclusion (DEI). In addition to participating in organization wide DEI activities, the research manager will:

- develop survey instruments and research protocols that are free from cultural bias;
- prepare data visualizations that display demographic data or other information relating to funding equity;
- prepare data visualizations and contribute to report and infographic designs that are accessible;
- complete data collection assignments pertaining to state arts agency DEI activities.

KEY WORKING RELATIONSHIPS

- Reports to the senior director of research.
- Receives occasional task assignments from chief staff officers.
- Supervises the NASAA research fellow.
- Supervises the work of research contractors.
- Under the guidance of the communications manager, produces materials consistent with NASAA's overall communications standards.
- Maintains productive and courteous working relationships with all NASAA members, funders, partners and staff.

Employee Classification: Exempt, full-time position. This position is eligible for remote work and telecommuting.

Updated: June 2021