

Oregon Microenterprise Network  
**MarketLink Research Associate: Description of Duties**

**Mission Statement**

OMEN's mission is to increase opportunities for economically and geographically disadvantaged entrepreneurs by building the capacity and quality of Oregon microenterprise service providers.

**MarketLink Research Associate Responsibilities**

- 1) Conducts primary and secondary research to supply businesses with timely, relevant, and actionable information about their competitors and markets.
- 2) Manage client enrollment, contact and project deadlines.
- 3) Provide relevant, synthesized research and analyses in response to various ad-hoc requests.
- 4) Assist in compiling quarterly reports to funders.
- 5) Provide one-on-one technical assistance to clients and member organizations, involving coaching and implementation assistance.
- 6) Serve as a program evangelist, communicating persuasively, enthusiastically and comfortably with diverse audiences.

**Preferred Experience**

- Bachelor's degree
- Expertise in primary and secondary research techniques
- Expertise in public and private research databases
- Must also have strong computer skills in Word, Excel, Access, geographic information systems, and willingness to learn other propriety software as needed.
- Dedication to issues concerning women and people of color, self-employment, microenterprise and small business concepts and practices

**Critical Skills**

- Domain knowledge of market research, competitive intelligence and small business
- Articulate and organized in written and oral communication
- Willingness to learn, adapt and stay abreast of new ideas and trends in the marketplace
- Demonstrated capacity to interact collaboratively and collegially, work with diverse populations and staff, as well as a wide range of audiences from policy makers to member organizations
- Spanish language skills are a plus, as we are in the process of designing more comprehensive bilingual services

**Position Details**

- Compensation: BOE
- Hours: 40 hrs per week
- Travel and public speaking required

**Additional Information**

**Mathematical Skills**

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers.

**Reasoning Ability**

Ability to solve practical problems and deal with a variety of situations within set guidelines. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and talk or hear. The employee frequently is required to stand; walk; sit; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and distance vision. The noise level in the work environment is usually moderate.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**TO APPLY:** Please send a resume and cover letter to [Michael@oregon-microbiz.org](mailto:Michael@oregon-microbiz.org). Use the cover letter to demonstrate your faculty with data gathering and analysis. Applications are due by 5:00 pm on Friday, February 10, 2012.