

## Job Description



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<b>Job Title:</b>	Senior Manager
<b>Department:</b>	Statistical Consulting and Survey Research Unit (SCSRU)
<b>Reports To:</b>	Administrative Officer, Statistics and Actuarial Science
<b>Jobs Reporting:</b>	Programmer/Data Analyst, Project Manager(s), Project Support Coordinator Web Administrator
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	September 2023

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### **Primary Purpose**

The Senior Manager is accountable to the Director of the SCSRU for managing the unit. This role also works closely and collaboratively with the Senior Statistician, the Senior Survey Methodologist, and the Associate Director of the SCSRU, and with the Administrative Officer of SAS. The incumbent is responsible for leading the development, management, rationalization, internal and external partnerships, day-to-day operations, and short and long-term assessment of the SCSRU. The Senior Manager is responsible for the risk assessment of new contracts, oversight, and coordination of staff for successfully completing all survey projects. The incumbent is also responsible for managing the SCSRU financials, overseeing marketing and client development, project staff coordination, client communications, proposal preparation, negotiating scopes and fees, billing, client follow-up and maintenance. A large portion of the SCSRU budget is a direct result of income generated by projects secured year-over-year; therefore, one of the overarching responsibilities of the Senior Manager is to ensure the Survey Research part of the unit has a positive balance sheet by making accurate predictions on resourcing needs for the unit and making appropriate adjustments. The Senior Manager must be able to maintain excellent relationships with each of their clients and staff.

### **Key Accountabilities**

#### **Leadership and Strategic Direction**

- Provide direct day-to-day leadership for the SCSRU, including setting policies and procedures and ensuring compliance with university policies as appropriate.
- Execute the mission, vision, and strategic direction of the SCSRU.
- Develop and execute the implementation of the SCSRU's Strategic Plan in consultation with the Director, the Advisory Committee, and the staff.
- Serve as the keeper of institutional knowledge during the onboarding of new Directors.
- Stay informed and aware of the landscape of the survey research industry, particularly those centers in other Canadian academic institutions.
- Stay up-to-date with survey trends by attending annual conferences and webinars.
- In consultation with the Director, explore and provide insight into how the SCSRU can better utilize synergies within the University administration and research areas.

#### **Human Resources Management**

- Determine project resource requirements and plan for increasing or decreasing the workforce as needed for survey research.
- Responsible for recruitment, evaluation, promotion, and retention processes of all staff that will directly or indirectly report to this role.

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- Responsible for coaching, training, and professional development of all staff (directly or indirectly reporting to this role) to ensure growth and development of SCSRU staff.
- Responsible for implementing the annual performance review process for the staff reporting to this role, always encouraging staff to meet unit objectives and their career objectives.
- Responsible for motivating direct reports by building training plans aligned with staff interests, job needs and long-term goals.
- Responsible for promoting and fostering a collaborative environment between staff, clients, and university partners.
- Works with International Tobacco Control (ITC) group and various other partners on assigning programmers to projects.
- Champions a culture that supports continuous improvement and innovation within the team.
- Identifies and implements opportunities to make ongoing administrative/operational functions more efficient.
- Develops partnership/relationships with other business units on campus to learn about operational best practices.
- Responsible for regular reviews and updates of tasks within the operations team and the unit to ensure alignment with new Faculty and University initiatives.

### **Financial and Administrative**

- Assess risks of incoming survey projects to ensure the SCSRU has a net positive cash flow.
- Provide advice to Director regarding trends and possible impact on budget projections.
- Invoice clients and conduct other financial transactions as needed.
- Negotiate contracts for projects and liaise with the Office of Research, as needed.
- In collaboration with the Senior Statistician, responsible for monitoring the SCSRU operating budget and project budgets, as needed.
- Maintains up-to-date financial records and reconciles salary and non-salary budgets.
- Oversees purchasing for all SCSRU administrative and project needs.

### **Marketing and Communications**

- Responsible for communications across the SCSRU.
- Prepares annual report for the SCSRU.
- Foster relationships with existing internal partners, including Institutional Analysis and Planning, Office of Research, and other Faculties.
- Develops new relationships with research faculty members across Canadian universities.
- Seek to develop relationships with regional governments and industry partners to generate new contracts effectively.
- Coordinate and serves as Meeting Secretary for the SCSRU Advisory Committee.
- Oversees marketing and promotion of SCSRU services.
- Oversees modifications to the SCSRU website and website traffic reviews using Google Analytics.
- Oversees development and implementation, and assessment of marketing strategies for the Centre.
- Manage coordination and circulation of semi-annual SCSRU Newsletters.

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### **Project Oversight**

- Oversees all survey projects being managed by the project managers, ensuring these projects meet budgetary targets, all project objectives are met, and clients receive timely updates.
- Intervenes on behalf of Project Managers when more significant issues with the SCSRU project occur.
- Work with clients to design survey instruments that meet their research objectives and conform to best practices in survey methodology.
- Oversee the programming of the research instrument using Qualtrics or VOXCO technology platform.
- Work closely with internal and external resources to ensure the successful execution of the fieldwork and data collection.
- Review the collected data, create (or oversee creation) the analysis, and reporting that provides meaningful insights to the sponsoring client.
- Share the final analysis and possible recommendations with the client.
- Seek client's feedback to support the continuous improvement model.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

### **Required Qualifications**

#### **Education**

- Masters in Health Science, Social Science, Statistics and/or Survey Methodology is preferred; Bachelor of Business Administration or Bachelor's degree (Health Science, Social Science, Statistics and/or Survey Methodology) will also be considered.

#### **Experience**

- 5+ years' experience within the survey research or market research industry.
- Academic and practical experience with survey methodology and design.
- Experience leading the entire lifecycle of complex research projects (from design through analysis).
- Strong analytical skills with experience in statistical modelling and analysis are an asset.
- Experience in a leadership role, including management of people and performance, coaching, and mentorship.
- Experience in reviewing, editing, and managing marketing projects with the support of marketing professionals.
- Experience in written communication for large audiences. Must be able to produce board reports and write newsletter articles.
- Financial experience is necessary to support budget development, invoicing and cost analysis.
- Call center supervisory experience is an asset.

#### **Knowledge/Skills/Abilities**

- Analytical mind, problem-solving skills, and deep and broad expertise in research methods.
- Ability to lead and motivate teams in a fast-paced and constantly changing environment.
- Provide feedback, coaching, and mentorship in survey management.
- Ability to multi-task, to work quickly and efficiently, and to maintain a creative and positive attitude under pressure.
- Ability to manage through change.
- Excellent written and verbal communication.
- Meticulous, organized, and detail oriented.

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- Ability to work independently as well as part of a team.
- Advanced Microsoft Excel.
- Proficient with VOXCO and Qualtrics survey software.
- Knowledge of statistical analysis software such as SPSS and SAS.

### **Nature and Scope**

- **Contacts: Internal contacts:** Work with the following groups to obtain, clarify, and discuss information: SCSRU Director, Associate Director, Senior Survey Methodologist, Senior Statistician, Project Managers, Programmer and Data Analyst, Statistics and Actuarial Science (SAS) Administrative Officer, SAS Financial Officer, Senior Leaders of the University, SCSRU Staff, Human Resources, Office of Research Ethics, International Tobacco Control (ITC), Creative Services, Institutional Analysis and Planning, Deans in all six Faculties, and various other university units:  
**External contacts:** The incumbent will deal with, influence, and motivate customers inside and outside the University community; maintain professional and positive relationships to realize repeat business and find new project opportunities.
- **Level of Responsibility:** The job is a department-wide function with a specialized function and direct reports. The responsibility includes mentoring and leadership to other senior staff members within the department (in the technical and instructional areas), especially regarding strategic planning and human resources functions.
- **Decision-Making Authority:** Responsible for identifying changes in policies or systems within the department and ensuring that they are communicated, and procedures are put into place to implement them. Makes decisions on timelines, budget allocation, and staffing resources to meet department's strategic objectives.
- **Physical and Sensory Demands:** Minimal demands typical of a senior position operating within an office environment.
- **Working Environment:** Regular working hours, some evening/weekend work required. Exposed to stress and pressure associated with senior-level responsibilities, significant financial oversight and confidential human resources leadership.
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**Internal and external Clients:** Research Faculty members from all six Faculties, Deans and Chairs. Masters and Ph.D. Seeking guidance in survey research projects. Various industry partners are looking for survey opportunities. Local government and industry partners, and other Canadian Universities.  
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