



Audience Research, Survey, and Evaluation Associate

Cascadia Consulting Group, Inc.

Position in Seattle, Washington or Oakland, California

www.cascadiaconsulting.com

Cascadia Consulting Group is a women-owned, private environmental consulting firm with 28 years of experience developing and implementing innovative solutions to today's environmental challenges. Cascadia works with public and private-sector clients to advance sustainability through recycling and materials management, climate change mitigation and adaptation, energy efficiency, pollution prevention, transportation demand management, and water and natural resources management. The Cascadia team brings both established expertise and creative thinking to research and analysis, strategic planning, program design and implementation, outreach, social marketing and behavior change, and evaluation roles. From our offices in Oakland (CA), Seattle (WA), and Charleston (SC), we serve clients across the country.

At Cascadia, we strive to create an equitable and inclusive environment at all levels of the organization. Having staff and partnerships that reflect the diverse communities we serve empowers us to shape innovative and effective solutions together with those most impacted by social, human, and environmental health challenges.

Position Overview

Cascadia is seeking an Audience Research, Survey, and Evaluation Associate to support all lines of business to:

- Conduct audience research and program evaluations using surveys, interviews, focus groups, literature reviews, demographic data, and other audience research methods. Research and evaluations will cover a range of projects including behavior change programs, strategic plans, and workshops/events.
- Use Microsoft Excel or other analytical tools to quantitatively analyze survey, demographic, program activity or other data. Analyses will serve varied purposes, including but not limited to evaluating impacts, identifying motivators and barriers, and comparing results between different groups. Assess data quality, identify data gaps, create compelling charts, conduct basic statistical analyses, and interpret analytical results.
- Use insights from community-based social marketing and behavioral science combined with audience and analytical research findings to make recommendations for the design or improvement of behavior change campaigns, strategic plans, events, or other programs.
- Evaluate, synthesize, and translate complex information into clear, informative, and compelling materials for diverse audiences. Materials may include informative summaries, literature reviews, strategic plans, presentations, and reports.
- Design comprehensive research and evaluation plans that use audience research, literature review, and quantitative analytical approaches.
- Produce high-quality work products and deliverables that uphold Cascadia's brand and reputation for exceptional quality content and appearance.
- Occasional travel, including field work and meetings or other activities outside standard work hours, may be required.

- Other duties as required.

The selected candidate will work primarily on behavior change, strategic planning, and research projects across Cascadia's Communication & Engagement, Research & Analysis, and Planning & Facilitation lines of business. Typical clients will range from local governments and utilities to recycling and waste management service providers and private-sector companies and institutions.

Required Qualifications

- A four-year degree in a related field or equivalent experience and at minimum 2 years of relevant, professional work experience. Advanced degree or certification in a relevant field is a plus.
- Understanding of, and commitment to, Cascadia's mission to "inspire and empower communities everywhere to protect and restore our world" in an equitable and inclusive way.
- A commitment to racial equity and the ability to apply racial equity principles to project work with clients, partners, and colleagues in an innovative and culturally responsible way while exhibiting emotional intelligence (i.e., culturally responsive engagement and facilitation).
- Experience or training in conducting literature reviews, surveys, interviews, focus groups, or other audience research or evaluation activities.
- Experience managing and analyzing data, including intermediate to advanced skill using Microsoft Excel. While not required, experience conducting advanced statistical analysis and familiarity with ArcGIS and other mapping software are pluses.
- Experience or training in community-based social marketing or behavioral science (sociology, behavioral psychology, behavioral economics, or related fields).
- Ability to synthesize information into clear and concise research summaries with actionable recommendations.
- Effective written and spoken communication skills. Ability to adapt to a diversity of styles and perspectives and ability to communicate technical ideas clearly using simple, commonly understood words.
- Ability to solve problems creatively when faced with ambiguity and less-than-perfect information, data sets, or schedules.
- Excellent organizational skills, time management, data management abilities, and attention to detail.

Compensation and Benefits

This is a full-time, hourly, regular, non-exempt position. Hourly rates are based on experience and competitive with jobs in the environmental sector; the anticipated hourly rate range for this position is \$26-\$32/hour. The work may require flexible hours (including hours beyond the standard workday, such as weekends and evenings).

Cascadia offers a flexible workplace with the potential to work from home and the office, a generous benefit package, including health insurance for employees at or above 60% full-time equivalent, 401(k) with an employer match, life insurance, long-term disability insurance, transportation subsidies, flexible spending accounts, generous paid time off (per year: 3 weeks' vacation, 10 holidays, 9 sick days pro-rated for FTE equivalency), professional development opportunities, sabbaticals, and paid parental leave.

In accordance with Federal, State, and County regulations, Cascadia employees are required to be vaccinated for COVID-19 as a condition of employment and show proof of vaccination, such as their CDC COVID-19 Vaccination Record Card or the vaccination record maintained by their health care provider, unless requests for medical or religious accommodation are submitted and approved.

How to Apply

Submit a compelling cover letter outlining your passion for, and fit with, the position, and also provide a complete chronological resume. Submit both to the following link:

https://cascadiaconsulting.recruiterbox.com/jobs/fk0s27h?cjb_hash=O_TGqq23&apply_now=true. Your cover letter should address your ability to meet the criteria in the *Required Qualifications* section and highlight relevant experience, education, and why you are interested in this position. Please state where you learned about the position. Applications will be accepted until the position is filled.

Cascadia Consulting Group is an Equal Opportunity Employer and values diverse perspectives and life experiences. We do not discriminate on the basis of race (inclusive of traits historically associated with race, including, but not limited to, hair texture and protective hairstyles), color, creed, ancestry, height, weight (including obesity), national origin, religious beliefs and practices including the wearing of religious clothing, jewelry or artifacts, and hair styles or body hair which are part of an individuals' observance of their religious beliefs, gender identity (transgender status), sex, sexual orientation, marital status, parental status, domestic partner status, political ideology, age, disability (sensory, mental, or physical – including the use of a trained dog guide or service animal), veteran or military status, medical condition (e.g., pregnancy, childbirth, breastfeeding and/or other related medical conditions; cancer, cancer related illness, or record or history of cancer; HIV/AIDS or Hepatitis C status; gender dysphoria), genetic characteristics (e.g., non-symptomatic carriers of inheritable diseases), retaliation for filing a whistleblower complaint, retaliation for opposing an unfair practice, or other basis protected by law.