Behavioral Marketing Research Specialist

Metrics and Indicators for Impact (MIFI) (mifimarkets.org) is an online toolkit that empowers individual farmers markets and market organizations through proven data collection strategies, actionable interpretation information, and customizable reports. Markets use MIFI to develop specific knowledge about their activities and to enhance their internal decision-making and external communication activities with partners, sponsors, and the public.

It is a fee for service program at the University of Wisconsin-Madison. Dr. Alfonso Morales (PI / founder) and Lauren Suerth, MS (Co-PI / Cofounder / program manager) developed the program over the past three years and the next step is to promote it as a commercial product.

MIFI-Hospitals is a prospective extension of the current MIFI software, directed specifically at health providers. In conjunction with Dr. Morales and Lauren Suerth, Dr. Phillip Warsaw is aiding in development of potential applications for MIFI-Hospitals. The tools will allow decision-makers the ability to connect health outcomes, namely consumer eating habits, to procurement and other supplier decisions.

Position Description

The Behavioral Specialist will develop and aid in the implementation of behavioral marketing experiments across retail venues within the UW Hospital System, beginning with the UW Hospital. The position involves 10-15 hours/week for 15 weeks during the 2017-2018 Spring Semester. The pay is $15.00/hour.

Key Responsibilities

The Behavioral Specialist will work with the MIFI-Hospital research team and report to Dr. Warsaw. General responsibilities include:

- Review the relevant literature in behavioral economics, business, and the other social sciences.
- Develop and implement controlled experiments in conjunction with Warsaw and staff at UW Hospital to observe patterns in consumer eating habits.
- Work closely with staff at UW Hospital in the collection of relevant data.
- Work with other hourly students who assist MIFI work, supervise the undergraduate (Max Vichr) as needed.
- Aid in building models to analyze the resulting data.
- Assist in the development of academic publications.
- Assist with the development of PowerPoint presentations for national research and institutional audiences.
- Think creatively and offer suggestions towards web development and marketing materials. Design advertising materials.

Desired Skills and Experience

- Graduate student with success working collaboratively and independently.
• Experience with Excel, MATLAB, Stata, or another analyses/programming language.
• Experience in experimental design, preferably within a marketing context.
• Experience in the collection and management of large datasets.
• Knowledge and interest in food systems, farm to institution, organizational behavior and decision-making, and social science research.
• Excellent communication and writing skills with great attention to detail.
• Experience working in academic research settings preferred.

Apply

Submit a resume/CV/letter of application to Alfonso Morales at morales1@wisc.edu and copy Dr. Warsaw pmwarsaw@gmail.com, with the subject “Behavioral Marketing Research Specialist." Application review will be ongoing, and the position will remain open until a suitable candidate has accepted the position.