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26-Sep-2024

Qualitative Research Aide (FWS Eligible)

Student Worker IV

104567BR

Job Description

The Qualitative Research Aide will contribute to the understanding of ASU’s key constituents and communication of insights to inform enterprise brand strategy.

Student Recruitment Type

Student Hire Hourly

Campus/Location

Campus: Tempe

Department Name

Enterprise Brand Strtgy & Mgmt

Full-Time/Part-Time

Part-Time

VP Code

Enterprise Marketing Hub

Scope of Search

Open

Grant Funded Position

This is not a grant funded position and is not contingent on future grant funding.

Salary Range

\$17.40 per hour

Close Date

04-October-2024 *EXTENDED

Essential Duties

- Recruit and screen research participants.
- Design and prepare usability studies.
- Conduct user experience testing.
- Moderate research discussions and conduct in-depth interviews in multiple modalities e.g., in-person, Zoom and online forums.

- Analyze user feedback and observations through inductive reasoning.
- Collect, analyze, and visualize large amounts of quantitative and qualitative data.
- Create professional-quality UX reports to communicate key insights to senior leadership.
- Communicate and share questions and ideas with the team.
- Uphold ASU Brand standards.
- Other duties as assigned.

Minimum Qualifications

This classification is limited to teaching/research aide type work or those positions requiring highly specialized skills and/or technical knowledge.

Desired Qualifications

- Pursuing a degree in User Experience, Graphic Information Technology, Internet and Web Development or Human Systems Engineering.
- Technical Communication, Marketing, Communication or any Social Science emphasizing ethnography is preferred.
- Must be at the junior level or higher in Fall 2025.
- Passionate about improving website user experience with user research.
- Experience moderating usability studies, assessing web designs with usability principles, conducting in-depth interviews or using ethnographic techniques to uncover user pain points.
- Excellent English proficiency.
- Experience with user experience research.
- Strong verbal and writing skills.
- Strong analytical skills
- Ability to follow instructions, take initiative and think outside the box.
- Proactively identify process improvement opportunities.
- Strong technical skills in Google Sheets or Microsoft Excel, including experience with formulas, charts, etc.
- Experience with web performance software like Google Analytics, Questionpro, and heatmapping software.
- Strong interpersonal communication skills.
- Values high attention to detail and accuracy.

Please note that this is a UX research role, not a UX design role

Working Environment

- Job tasks are mostly performed in a remote, online environment. However, working in the office is also encouraged.
- Our office is located at The Centerpoint, 660 S Mill Avenue (a 15-minute walk from the main campus)
- Activities are subject to extended periods of sitting, keyboarding and manipulating a computer mouse.
- Regular activities require the ability to quickly change priorities, which may include and/or are subject to the resolution of conflicts.
- Must clearly communicate to perform essential functions.

Department Statement

Enterprise Brand Strategy and Management is responsible for influencing how people around the globe think and feel about Arizona State University and its ability to positively impact our world. We work to establish, protect and differentiate the ASU brand in hearts and minds by working in concert with units across the ASU public enterprise. We are brand innovators, emotional storytellers, insights-driven strategists and creative artists building a body of work that brings the ASU brand to life and scales for enterprise-wide use. We are dedicated to increasing the strength of the ASU brand by improving perceptions of excellence, raising awareness and increasing pride across all audiences.

We do this important work by staying true to our values:

- **Collaboration.** We cannot and do not work in silos. We collaborate not just within the Brand team but with colleagues and teams across the ASU enterprise. Through the brand platform, brand standards and personal relationship building, we are uniters and network orchestrators.
- **Innovation.** We reject the status quo. We are open to new ideas and embrace change not for the sake of change, but because we believe everything we do can always be done better to meet new goals, improve performance and advance the brand.
- **Creativity.** We are passionate creatives excited by the work we do. We explore things from all angles, sweat the details and seek to create work that has meaning and is authentic, original and best in class. Our creative work has received regional and national recognition.
- **Knowledge.** We ask lots of questions and make decisions based on constituent data and insights. We seek to understand our audiences and the performance of our work. We are curious lifelong learners.
- **Optimism.** When change comes, we see within it opportunity. We believe in the ASU Charter and in ASU's ability to positively impact our world. We channel that optimism in our work, taking on any and every challenge with a can-do attitude.

ASU offers a total compensation package that includes valuable employee benefits, healthcare, retirement, [tuition reduction program](#) (eligible ASU Employee, their dependents and spouse), financial security, discounts, family resources and more. Explore ASU's [benefits options](#) and [degree program offerings](#).

Estimate the value of your total compensation: <https://cfo.asu.edu/compensation-estimator>.

Brand Strategy and Management at ASU supports hybrid remote work schedules two days per week, subject to approvals per ASU policy.

To learn more about us, visit brandguide.asu.edu.

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 100,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit <https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco>

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis protected by law.

Notice of Availability of the ASU Annual Security and Fire Safety Report

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at <https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf>. You may request a hard copy of the report by contacting the ASU PD at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit <https://cfo.asu.edu/az-resources>.

Background Check Statement

ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.

Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.

Must be eligible to work in the US.

IMPORTANT NOTE: What is the meaning of “equivalent combination” in the minimum qualifications? It means one year of higher education or 24 credit hours, is equal to one year of experience. For example, a four year Bachelor’s degree is equal to four years of experience.

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