

Research Associate Intern

International Credentialing Associates (ICA), LP, is seeking a motivated, driven, and organized part-time intern to join our consulting team. Our consulting team provides both non-profit organizations and for-profit corporations (including Fortune 500s) expert services in licensing, certification, accreditation, and testing. ICA employees have the opportunity to serve clients who seek to protect the health, safety, and welfare of the public through the certification of personnel. Our most successful interns have an opportunity to continue with ICA upon completion of their internship (e.g., paid positions, consultants, and additional internships/fellowship)

Responsibilities:

The Research Associate Intern will gain skills in testing and measurement, research methodology, statistics, psychometrics, business development, and marketing. A number of skills can be gained through this year-long internship (May/June 2013 – May 2014). The Research Associate Intern will learn these skills through responsibilities in the following areas:

- Assist in the preparation of consulting meeting materials and reports
- Review and synthesize information related to certification roles, including performing literature reviews
- Perform data analysis on market research and job analysis survey results
- Assist in test question development activities, including item writing, item review, item editing, form assembly and review, and exam packaging
- Assist in the conduct of psychometric data analysis
- Assist in the preparation of marketing materials and proposals
- Attend industry events and conference to learn more about the certification industry and network

Opportunities for Learning and Skill Development:

Throughout these activities, the Research Associate Intern will be mentored by an intern coordinator and ICA's founders. Below is a sample of the areas in which the intern can expect to learn and develop skill:

Research

- Evaluation research
- Marketing research
- Research design
- Literature review
- Sampling design
- Survey development
- Data management
- Data analysis

- Statistics
- Reporting
- Data visualization
- Presentation of research results

Testing and Measurement

- Job analysis
- Test specifications
- Item writing
- Item editing
- Item review
- Test design and assembly
- Equating
- Standard setting
- Psychometrics
- Accreditation

Business Development:

- Strategic planning
- Client and vendor management
- Market segments identification
- Credentialing satisfaction
- Consumer behaviors (buying behaviors and decisions)
- Market demand and intent
- Value propositions
- Branding and promotion
- Pricing
- Communications
- New product identification
- Channel analysis
- Social media
- Salary research
- Effective product and services communication
- Client engagement
- Contracting

Self-branding opportunities:

- Contribute to periodic blog articles
- Attend client meetings and conferences
- Opportunities for publication

Qualifications:

- Major in Psychology, Sociology, Business, Marketing, or Statistics with satisfactory completion of degree to date
- Junior or Senior class in degree
- Above average writing and presentation skills
- Above average social acumen for working with clients
- Strong interest in testing and measurement practices
- Strong interest in business development
- A natural motivation to “WOW” clients

About ICA:

ICA was founded in 2010 to provide expert consulting services for organizations interested in developing new credentials or certifications, credential maintenance, or credential marketing. We also provide services in the areas of project management and team leadership.

Our consultants have worked in all aspects of test development and credentialing product management and now offer our expertise for smaller organizations that do not have the resources or for larger organizations that do not have experience or have not had success in creating or maintaining their certifications products.

We have achieved positive measured results in our work with test development, psychometric analysis against today’s standards, launching new credentials into the marketplace, understanding organizational needs, and helping products improve their relevancy nationally and globally.

ICA staff sit in leadership roles for several certification industry associations, including the American National Standards Institute (ANSI), Association of Test Publishers (ATP), and Certification Network Group (CNG).

More Information:

Please contact Manny Straehle, Ph.D. (manny@intlcred.com) if you wish to be considered. ICA’s website is located at <http://www.intlcred.com>

We are primarily a virtual organization and are located in Somerset, NJ and Gaithersburg, MD.