

VISIT FORT WORTH

DIRECTOR OF RESEARCH

JOB DESCRIPTION

JOB TITLE: Director of Research

DEPARTMENT: *Marketing*

POSITION REPORTS TO: Vice President-Marketing

EXEMPT OR NON-EXEMPT: Exempt (Professional)

SUMMARY OF BASIC FUNCTIONS: This position will use data from many sources to help the Visit Fort Worth team make the best decisions to market the destination to potential visitors, compete for convention and FIT business and, communicate our results to stakeholders.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Manage portfolio of research tools that document performance for activities related to advertising, economic impact, visitor arrivals, visitor spending and more.
- Fulfill Sales team members' requests for information about specific customers and competitors that strengthen bids for conventions and meetings
- Work with research staff at Texas Tourism, DFW International Airport and other partners to collect additional data to help team members achieve goals.
- Proactively identify and communicate trends in tourism and the broader sales and marketing environment
- Gather real-time data from a variety of sources including PACE reports, booking windows and historical data to identify future trends in hotel and attraction demand.
- Proactively identify facts, trends and data related to all aspects of our business that illustrate Visit Fort Worth performance and advantages over competitors.
- Be on the cutting edge of tourism research tools by networking with researchers at other marketing organizations and attending relevant conferences.
- Generate accurate, attractive reports for staff, Board, stakeholders and others as needed.

POSITION QUALIFICATIONS:

Education – Bachelor degree required.

Experience – Minimum of 5 years' experience in related field preferred. Experience generating infographics is a plus.

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Special skills – Strong attention to detail and high level of organization. Demonstrated ability to analyze large amounts of information into executive reports. Proficiency in Excel required. Ability to create information graphics a plus. Ability to prioritize multiple projects in a fast-paced team environment. Service-oriented approach to work.

WORKING CONDITIONS:

The work conditions involve irregular hours subject to varying, unpredictable situations while coordinating multiple projects and priorities. The ability to effectively communicate with internal and external parties is required. The position requires occasional travel off job site

RESPONSIBILITY FOR THE WORK OF OTHERS:

None

PHYSICAL DEMANDS:

Sitting - Constant
Standing - Frequent
Walking - Occasional
Lifting - Occasional (heavy, 50 lbs.)
Carrying - Occasional (heavy, 50 lbs.)
Pushing - Occasional (heavy, 50 lbs.)
Pulling - Occasional (heavy, 50 lbs.)
Reaching – Frequent
Handling - Frequent
Kneeling - Rare
Stooping - Rare
Crouching - Rare
Bending - Occasional