

**Greater Palm Springs Convention & Visitors Bureau
JOB POSTING**

Position Title: Research Analyst
Department: Destination Development

SUMMARY:

The Research Analyst is responsible for monitoring consumer, economic, business, airline, leisure travel, and business meetings trends and advising on their impact on the destination and GPSCVB and its programs; overseeing marketing effectiveness research and analysis; providing foundational research for GPSCVB's annual brand management (marketing) plan; and assisting CVB staff and partners with their information requests.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Manages and monitors external research providers to ensure timely, accurate, and insightful data
- Analyzes data collected and processed by research contractors, as well as research purchased by the CVB (e.g., Visa Vue Domestic and International, STR Report, SMARInsights, Diio Mi, etc.). Clearly and concisely summarizes data findings, highlights, and conclusions
- Works with the CVB Team in the development and implementation of research projects to support marketing Greater Palm Springs as a leisure and business meetings destination.
- Oversees drafting of contracts for the provision of services by outside research vendors.
- Supports local city and industry representatives in development and implementation of tourism related research efforts.
- Provides GPSCVB staff members with reports: Air Service, Economic Impact, Visitor Information, etc.
- Evaluates monthly airport arrival trends and travel booking data to help optimize international and domestic marketing initiatives
- Assist with the development of annual budgets for market insights
- Reviews all analyses and reports prepared by staff members for publication
- Maximizes use and analysis of research products to provide intelligible and actionable data for GPSCVB staff, members, and stakeholders
- Clearly and concisely summarizes data findings, highlights, and conclusions
- Participate in tourism industry related webinars and summarize key findings
- Participates in the execution and analysis of research that supports internal initiatives such as Ad Effectiveness and ROI analysis, Creative media testing, etc
- Manages the completion of economic impact estimates for citywide conventions
- Prepare and distribute weekly/monthly/quarterly/annual reports and databases
- Provides pertinent data and information to members, stakeholders and internal GPSCVB staff and responds to tourism related inquiries from external sources
- Assist in providing data/analysis for PowerPoint decks where appropriate
- Develop and execute unplanned research as needed

Perform other duties as assigned. Employee must be flexible to changing policies and procedures, as well as varying deadlines.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in marketing, research, economics or related field
- Five years or more in tourism-related market research, particularly market analyses preferred

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required.

- Ability to communicate research information, conclusions and recommendations clearly and concisely, including ability to present research to large meetings.
- General knowledge and understanding of the methods of survey research, consumer panel research, qualitative research techniques, statistical analysis, and secondary and primary data analyses.
- Ability to read, understand and interpret secondary research materials; to analyze data printouts; and possess working knowledge of survey research methods.
- Ability to deal professionally and courteously with staff, GPSCVB members, the news media, travel journalists, and the public.
- Take initiative to perform web searches for information from credible sources, and fact check their own work for accuracy and reasonableness.
- Excellent writing, verbal communication and interpersonal skills.
- Ability to deal with multiple and concurrent programs.
- Analytical capability with proficiency in details.
- Strong knowledge of online communications strategies and tactics, usability standards, branding and latest digital technologies, tools and best practices.
- Experience in tracking and analyzing key metrics such as engagement and sentiment.
- Knowledge of social networks, online communities in the hospitality industry, content management systems and relevant mobile applications.
- Ability to create business reports, business correspondence and procedure manuals/memorandums.
- Ability to effectively present information and respond to questions from clients, managers, colleagues and the general public.

TECHNICAL SKILLS:

Proficient in Microsoft Excel, Word, Powerpoint; Adobe Acrobat, Chrome, and Outlook. Working knowledge with ability to master SPSS-PC, SimpleviewCRM, SurveyGizmo / SurveyMonkey, and other travel industry-specific software such as Diio Mi.

Proficient with business machines such as copy, fax, printer, desktop computers, laptops and cell phones. Proficient with most commonly used business software including Microsoft Word, Excel and Outlook and any other software programs that are essential to the job function.

NOTE: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required.

APPLICATION PROCESS:

Please submit your cover letter and resume to HR@gpscvb.com