

# Explore ASHEVILLE

**JOB TITLE:** Marketing Analyst  
**REPORTS TO:** Deputy Director/Vice President of Marketing  
**SUPERVISES:** N/A  
**DEPARTMENT:** Marketing  
**FLSA STATUS:** Exempt

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**ABOUT EXPLORE ASHEVILLE:** Our team helps to create and sustain a vibrant tourism economy by attracting overnight visitors and expanding the customer base for local businesses. We work on behalf of the Buncombe County Tourism Development Authority (BCTDA) to support local tourism partners including attractions, lodging, retail, recreation and the arts.

Nestled in the highest mountains in the East, Asheville is a hip, artsy destination with Southern flare and a welcoming nature. A vibrant, eclectic downtown featuring art galleries, farm-to-table and independent restaurants and a thriving music scene beckons visitors and residents. America's favorite scenic byway, the Blue Ridge Parkway winds its way through Asheville to Mount Mitchell, the highest peak in the East, about 20 miles northeast. Biltmore Estate, America's largest home is located here. With surprises around every corner – from a spontaneous drum circle, avant-garde theater, brew pubs, chocolate lounges, art that inspires the soul, to lush mountain peaks with biking trails, hikes, zip lines and whitewater, Asheville is a destination with a style and rhythm all its own.

With over three decades of focused promotion, Asheville has become a top destination for travel, earning Lonely Planet's 2017 #1 Best in the US Destination designation, among many accolades. Explore Asheville promotes the destination through out-of-market advertising and other marketing, public relations and sales initiatives, resulting in approximately 3.8 million overnight leisure visitors each year and a tourism economy that generates nearly \$3 billion of annual economic activity in Buncombe County. The success of the tourism sector has been a big part of the economic vitality of Asheville, fostering new businesses of all kinds — including many new hotels that will generate additional customers, jobs, and millions of dollars of property and sales taxes.

We value teamwork, excellence and camaraderie. Qualified candidates are invited to apply to join our accomplished and dedicated team.

**PRIMARY FUNCTION:** This position will develop, implement and manage a comprehensive visitor research information program for Explore Asheville Convention & Visitors Bureau. The position will work with Explore Asheville's President & CEO and its VP of Marketing on research projects, consumer research, analysis of marketing and sales efforts, destination insights and economic impacts and other data organization, interpretation, reports and presentations. The Marketing Analyst will also engage in ongoing dialogue with Explore Asheville's leadership to develop and implement new initiatives that positions Explore Asheville as a destination

management resource and destination leader. It will be critical for this position to understand, evaluate and utilize data/insights from various sources (including online analytical tools) that will contribute to strategies and actionable items that will create ROI and deliver on the mission of generating overnight lodging visitation in Buncombe County.

#### **JOB DESCRIPTION:**

- Work closely with the marketing department on Google Analytics, Facebook insights, Sprout Social, Arrivalist and other available analytical tools and research to analyze marketing efforts and ad campaigns and generate actionable strategic insights.
- Design, develop and manage ongoing performance reporting programs to provide accurate and timely assessments.
- Interpret data, write reports, develop presentations and make actionable recommendations.
- Present data insights in a compelling format
- Manage research projects ranging from surveys to focus groups, vendor-driven projects to in-house analysis.
- Select appropriate research methodology and techniques, applying consistently and constantly evaluating to determine if present way is most efficient and most effective.
- Manage vendor research contracts and provide direction and oversight on structure, methodology and presentation style.
- Work with the President & CEO and public affairs department to provide strategic insights for stakeholder engagement and development related communications.
- Develop dashboards as needed.
- Maintain ongoing contact within the online world. Additional contacts include Chamber staff, BCTDA members and its agencies of record. It is imperative that this position crosses easily between Explore Asheville departments to achieve an integrated online presence that is both expansive and, in some areas, highly targeted.
- Set up presentation equipment and technology.
- Other duties as assigned by senior leadership.

#### **REQUIRED QUALIFICATIONS:**

- Bachelor's Degree from an accredited institution required.
- Minimum one year experience in business and/or marketing analytics required.
- Proficiency using Excel (including pivot tables and VLOOKUP), PowerPoint, Google Analytics and data visualization software.
- Must be legally authorized to work in the United States without sponsorship.

#### **PREFERRED QUALIFICATIONS:**

- Bachelor's Degree in Marketing, Business Administration, Economics, Statistics or related research disciplines preferred.
- Experience in business-related or market research preferred.
- Experience using Google Data Studio, Facebook insights, Tableau, and Arrivalist preferred.
- Experience using qualitative and quantitative methodologies preferred.
- Familiarity and understanding of digital advertising and marketing preferred.
- Experience working with research vendors preferred.

**JOB KNOWLEDGE/SKILLS/ABILITIES:**

- Strong analytics skills with some experience in statistical modeling and analysis.
- Thoughtful and curious, data driven and research approach to solve business problems.
- Strong written and verbal communications skills with the ability to take complex data and statistics and articulate them in easily understood concepts.
- Entrepreneurial self-starter.
- Demonstrated ability to work independently and collaboratively with cross-functional teams to achieve shared objectives.
- Strategic thinker.
- Capable of managing both time and priorities in a fast-paced environment with multiple-deadlines and frequent interruptions.
- Commitment to delivering measurable results and a proven ability to manage projects to successful completion.
- Excellent organizational, project management, analytical, presentation and technical skills.
- High attention to details.

**Applicants:**

**Submit the following two attachments to [amanda@crafthrsolutions.com](mailto:amanda@crafthrsolutions.com) in .PDF format.**

1. **Resume**
2. **Cover Letter describing your experience with business and/or marketing analytics, and how you have used Google Analytics and visualization software.**

**No phone calls or drop-offs.**