



**JOB TITLE:** Research Analyst  
**REPORTS TO:** Senior Vice President of Marketing  
**FLSA CLASSIFICATION:** Exempt

### **Summary**

The Research Analyst is responsible for developing, implementing, and managing a comprehensive visitor research and business intelligence and information program. The role will work on research projects, consumer research, analysis of marketing and sales efforts, strategic destination insights and economic impacts, and other data organization, interpretation, reports, and presentations.

### **Essential Duties and Responsibilities**

- Engage in ongoing dialogue with Explore Asheville's leadership to develop and implement new initiatives that position Explore Asheville as a destination management resource and destination leader.
- Understand, evaluate, and utilize data/insights from various sources (including online analytical tools) that will contribute to strategies and actionable items that create ROI and deliver on the mission of generating overnight lodging visitation in Buncombe County.
- 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 compelling presentations, and make actionable recommendations.
- Manage research projects including but not limited to surveys, focus groups, vendor-driven projects, and 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 Community Engagement to provide strategic insights for stakeholder engagement and related communications.
- Develop dashboards as needed.
- Set up presentation equipment and technology.
- Maintain confidentiality of marketing and sales information, database files, financial information, management discussions, and other sensitive data.

### **Supervisory Responsibilities**

None

### **Other Duties**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where the Research Analyst is asked to help other team members with their work, completing tasks outside of this description.

## **Qualifications**

- Bachelor's degree (B.A./B.S.) from a four-year college or university in Business, Economics, Mathematics, Statistics, or Marketing required.
- Minimum of two years of experience in business and/or marketing analytics required.
- Proficiency with Microsoft Office Suite including Word, Excel (including pivot tables and VLOOKUP), and PowerPoint.
- Experience using Google Analytics, online tools, and data visualization software required.
- Experience using Google Data Studio, Facebook insights, Tableau, and Arrivalist preferred.
- Knowledge and experience in research, statistical and survey methods used in data analysis and to provide insights, recommendations, and projections required.
- Experience using qualitative and quantitative methodologies, an understanding of digital advertising and marketing, and working with research vendors preferred.
- Strong written and verbal communications skills with the ability to take complex data and statistics and articulate them in easily understood concepts.
- Possess a data-driven and research approach to solve business problems.
- Attention to detail, accuracy, and quality assurance a must.
- Proven commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, organization, analytical, and problem-solving skills.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Must be a strategic thinker and a proven self-starter able to support achievement of organizational goals.

## **Working conditions**

The employee may be required to work both inside and outside an office setting, perform regular evening and weekend work, and attend special programs and events.

## **Physical requirements**

The employee may experience prolonged periods of sitting or standing, speaking, and walking. The employee will routinely be required to stand, walk, reach with hands and arms, talk, and hear. The employee should be able to lift up to 50 pounds.

## **Travel Required**

Up to 10%.

## **EEO Statement**

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**Instructions for Applying**

Explore Asheville has contracted with Craft HR Solutions in Asheville to serve as the recruiter for this position.

**Submission Requirements:**

- Current Resume
- Letter of Interest

Submit your resume and letter of interest to [heather@crafthrsolutions.com](mailto:heather@crafthrsolutions.com). Be sure Research Analyst is in the subject line.