



## JOB POSTING

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| <b>Position Title:</b>    | Director of Research & Market Intelligence  |
| <b>Department:</b>        | Finance & Administration  |
| <b>Hours/FLSA Status:</b> | Full Time Exempt position with benefits   |
| <b>Salary/Benefits:</b>   | Salary - DOE. Excellent benefits package including paid downtown parking and 401k program with match. |

### Position Description:

Visit Albuquerque, a premier destination marketing organization in the Southwest, seeks a motivated and experienced leader in the area of tourism and hospitality industry research and market intelligence to support the efforts of Visit Albuquerque as a prime leisure, meeting and sports destination. The purpose of this position is to optimize the economic impact of visitors to Albuquerque by collecting, developing, maintaining, and disseminating research findings, recommendations and actionable insights.

- Identify and implement research opportunities to support Visit Albuquerque initiatives and domestic travel programs, making recommendations through in-depth analysis of historical, current, and future market data.
- Responsible for the design (data visualization), research, collection, development, interpretation, and management of a research program to increase internal and external understanding of leisure travel along with convention/meeting and sports strengths, weaknesses, opportunities and threats analysis for Albuquerque.
- Make recommendations on research outcomes to staff and management and through in-depth analysis of historical, current and future market data.
- Compile, analyze and accurately report on the performance of Visit Albuquerque's goals and metrics on a monthly/quarterly/yearly basis for distribution to internal and external stakeholders.
- Provide insight into Lodgers Tax collections, track changes in Fund Tables and provide correlation insight to Visit Albuquerque budget.
- Conduct and continuously improve partner, customer, stakeholder, consumer, board, community and interdepartmental surveys.
- Plan, schedule and lead regular research meetings, both internal and external.
- Write, create and present research reports, PowerPoint presentations and white papers.
- Provide targeted and timely communication and dissemination of results, challenges and actionable insights to internal and external stakeholders through in person and regular reporting mechanisms.
- Provide broad analysis of existing data from both internal and external sources
- Manage all research projects (library), external vendors and research budget.
- Work in collaboration with President & CEO, Divisional Vice Presidents, and Statistical Analysis Manager.

- As assigned, provide analysis of web analytics, search trends, conversions, consumer behavior and data, chat transcripts, and social insights to help inform Visit Albuquerque’s marketing strategy.
- Research, assess and communicate historical occupancy, average daily rate, and revenue per available room.
- Create citywide forecasting for hotel performance.

**QUALIFICATIONS**

Education/Experience

- Bachelor’s Degree with major course work in statistics, mathematics, economics, marketing or business administration required
- A minimum of 5 years of experience conducting business-related research within the tourism and hospitality industry, interpreting findings, and presenting results to senior staff members and stakeholders.

Required/Acquired Skills, Knowledge and Competencies

- Strong analytical experience essential
- Familiarity w/ Revenue Management principles
- Ability to utilize research and data to solve business problems
- Experience with advanced statistics
- Highly motivated, able to work independently and in teams
- Knowledge of Albuquerque and region-wide attractions, meeting venues, culture, dining, and lodging preferred
- Knowledge of Microsoft Office Suite and general knowledge of office equipment
- Knowledge of information management systems
- Knowledge of Tableau, Google Analytics, and Google Workspace preferred
- Advanced skills in professional communication including verbal, written and telephone
- Skilled in personal and professional organization and time management
- Skilled in presentation and public speaking
- Skilled in analyzing complex reports
- Ability to work effectively with a diverse cross section of people
- Ability to successfully and professionally represent Visit Albuquerque
- Ability to perform consistently in a fast-paced, multi task environment with frequent interruptions
- Ability to achieve goals in high pressure situations
- Ability to appropriately handle confidential information
- Ability to drive a vehicle safely while communicating to and educating clients
- Ability to travel independently via commercial transportation
- Ability to see the big picture as well as the relationship between the big picture and the fine details

Date Posted: June 11, 2021

**To apply for this position, e-mail, fax or mail resume & cover letter including salary history to:**

Human Resources – RMI  
 Visit Albuquerque  
 PO Box 26866  
 Albuquerque, NM 87125-6866  
 Fax: 505-247-9101  
 e-mail: [jobs@visitabq.org](mailto:jobs@visitabq.org)  
[www.visitalbuquerque.org](http://www.visitalbuquerque.org)  
**No phone calls please**

*Visit Albuquerque is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.*