



Business Analytics Manager Position

Visit Annapolis & Anne Arundel County seeks a Business Analytics Manager to support, track, and administer the organization's ongoing research initiatives and activity. The position will be responsible for identifying industry trends, analyzing existing data sources, and cultivating new sources through primary research as well as working with partners and consultants. As a new position, the Business Analytics Manager will work directly for the Executive Director for at least one year as the position and responsibilities are established.

The Business Analytics Manager's responsibilities:

- Research, monitor, and quantify trends in the tourism industry, visitor behavior, and resident sentiment.
- Collaborate with colleagues to identify opportunities for research, evaluation, and assessment related to programs and projects.
- Create and/or oversee external vendors and consultants to develop and deploy surveys, interview stakeholders and targeted audiences, analyze findings, aggregate and present results.
- Produce data visualizations, summary reports, fact sheets, and special reports.
- Determine economic opportunity and impact by recommending data driven approaches to business processes, strategy, and initiatives.

In the first six months, the Business Analytics Manager will:

- Gain an understanding of existing industry research and identify gaps and opportunities for new research and analysis.
- Work with an external partner to develop an economic impact calculator to measure the return on investment and the return on mission related to sponsorship and support of sports and recreation activities, festivals and parades, arts and cultural events, conferences, and meetings, etc.
- Write a request for proposal to conduct visitor and resident sentiment research related to Visitor Center visitation, and evaluation of best practices and opportunities for experiences and technology in public spaces to foster a welcoming and inclusive introduction to the destination.
- Design an executive dashboard for the organization's strategic plan and tracking performance measures.

Skills and experience preferred:

- Minimum three (3) years of experience in data analytics and research.
- A background in hospitality and/or tourism industry research such as the STR report.
- Experience with presenting complex information to partners and stakeholders.
- Proficiency in Excel, statistical programs and tools, survey software, data visualization.
- Revenue projection and analysis—hotel and/or attraction—experience preferred.
- An adherence to ethical research and business practices.

About Visit Annapolis & Anne Arundel County:

Visit Annapolis & Anne Arundel County is a nonprofit, partnership-focused destination marketing and management organization. The mission of the organization is to foster a welcoming destination and promote tourism on behalf of our visitors, partners, and community.

Salary and Benefits:

This is a full-time, exempt position including a generous benefits package, a hybrid schedule, and a competitive salary starting in the mid-\$60,000s.