



BUSINESS EVENTS PERTH

POSITION DESCRIPTION |

Research Analyst Position (contract position)

ORGANISATION |

Business Events Perth is the peak industry body responsible for marketing Western Australia as a destination for conventions, corporate meetings and incentive travel groups.

POSITION OBJECTIVE |

In this fulltime role you will assist the Executive Team with the analysis, interpretation and reporting of business event and tourism research insights to guide Business Events Perth (BE Perth) with its strategy, bidding and marketing activities.

REPORTING RELATIONSHIPS |

The Research Analyst position reports to the Executive Team.

MAIN RESPONSIBILITIES |

- Design and manage research frameworks, utilising various data sources to identify key business event opportunities aligned to industry growth sectors (Diversify WA)
- Assist with the ongoing management of BE Perth CRM database, including CRM maintenance, data administration and reporting.
- Build strong relationships with stakeholders across the business, developing strong rapport and ensuring findings and insights are communicated effectively to relevant departments.
- Undertake regular analysis, interpretation and reporting of key business event and tourism survey data reporting on market sentiment.
- Collate, analyse, and interpret business event and tourism data insights from a range of qualitative and quantitative primary and secondary data sources.
- Prepare research publications, presentations, briefing notes and paper, for but not limited to the Chief Executive Officer, Executive Team, Board of BE Perth and key stakeholders.
- Assist in the project management, design and/or implementation of internal and outsourced qualitative and quantitative research projects and other initiatives.
- Identify patterns, gaps and opportunities arising from the analysis of business event and tourism research.
- Coordinate the communication and dissemination of research and publications to internal staff, members, and other external stakeholders.
- Undertake competitor reviews to ensure BE Perth continues to build and maintain market share in the business events destination marketing space.
- Design and analyse choice experiments to discover insights through large scale business event delegate surveys.
- Checking data trends and comparing data with industry measures.



- Work with the Executive team to ensure data investigations are incorporated into business excellence processes.

OTHER REQUIREMENTS |

The capacity to work outside of normal business hours is an essential requirement of this position as is the ability to travel for business purposes as directed by the Executives team.

PERSONAL ATTRIBUTES |

To be successful in this role you will possess:

- Good understanding of market research fundamentals such as sampling, weighting, questionnaire and research design.
- Excellent data analysis skills.
- Good project management skills including ability to document, analyse and present information confidently and intelligently.
- High level verification of data practices ensuring reports/databases produced are accurate.
- Strong organisational and prioritisation skills
- Strong communication and interpersonal skills
- Assumes responsibility and accountability, with a high level of attention to detail
- Able to use Microsoft Word, Excel, PowerPoint, Power BI and database systems proficiently is crucial.
- Able to learn to use new systems and applications.
- Works collaboratively and efficiently.
- Acts with discretion and integrity
- Flexible attitude and ability to remain calm under pressure

QUALIFICATIONS |

- Relevant tertiary qualifications desirable.