



## **Valley Forge Tourism & Convention Board Job Description**

**Job Title:** Research and Analytics Manager

**Department:** Marketing & Communications

**Reports to:** Senior Director of Marketing & Business Development

**FLSA Status:** Non-exempt

### **SUMMARY:**

The primary role is utilizing analytics to drive decision-making as a cross-functional team member. After establishing sufficient data infrastructure, the analyst's focus will be to draw meaningful conclusions from data and using these insights to drive strategic and creative processes. Ultimately, the analyst will work to gain actionable insight and optimize marketing processes by facilitating data-driven strategy from conceptualization to results analysis.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties and special projects may be required or assigned.

- Responsible for all travel and tourism research, analysis and evaluation related to the Valley Forge Tourism and Convention Board.
- Oversee research initiatives for marketing, sales, and membership departments.
- Review STR data and provide monthly and quarterly snapshots for the team.
  - Provide charts, graphs or other data visualizations
  - Comparison to Airbnb and AirDNA data
- Measure marketing, sales and membership campaigns and initiatives by accessing, validating, analyzing, reporting and interpreting data with an emphasis on actionable insights
- Determine ROI to prove and evaluate marketing effectiveness, and ultimately drive strategy toward the most effective initiatives
- Prepare and present reports to educate industry partners on the latest research and trends
  - Provide charts, graphs, reports, and more for presentations internally and externally
  - Help create the organization's Annual Report
- Maintain a research library and data files.
- Create and deploy surveys of members, industry partners and other stakeholders using Qualtrics
- Manages Adara dashboard and analytics and oversees pixel installation and tracking
- Work with communications team to provide Meltwater analytics and social media analytics
  - Manage insight reports, build and monitors searches and dashboards
  - Exports Facebook business/ad manager data
  - Builds and monitor dashboards
- Reinvent comp set to more efficiently track trends



- **CANDIDATE REQUIREMENTS:**  
Bachelor's degree (Business, Economics, Mathematics, Statistics, and Marketing degrees preferred); 2 years experience. Excellent oral and written communication skills; strong analytical skills; driver's license, local area knowledge is a plus.
- **QUALIFICATIONS:** To perform this job successfully candidate should demonstrate a high level of energy, discretion, flexibility and good judgment, as well as an ability to work with senior executives and business partners. Must possess strong written and oral communications skills, as well as excellent organizational skills.
- **LANGUAGE SKILLS:** Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- **MATHEMATICAL SKILLS:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
- **COMPUTER CAPABILITY:** Knowledge of database management, Microsoft Office Suite, mass mailing and e-mailing, mail merge of word processing and Internet research. Tableau, HTML, Google Analytics, Wordpress
- **REASONING ABILITY:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Lead by example.
- **WORK ENVIRONMENT and PHYSICAL DEMANDS:** Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

#### **Who We Are:**

The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services.

- **ADDITIONAL INFORMATION:** The Valley Forge Tourism & Convention Board offers a competitive salary. Benefits package includes: incentive program, medical, dental, STD/LTD, Life Insurance, 401(k), paid holidays and paid time off.