Job Title: Market Analyst
Reports To: President/CEO

Summary: The Market Analyst is responsible for overseeing travel and tourism research, analysis and evaluation related to the policies and marketing programs of Visit York County. The ideal candidate for this position will have knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques with the ability to present technical reports.

Duties & Responsibilities:

- Oversee all internal and external research and measurement tools as it relates to the overall tourism economic impact to York County.
- Use business intelligence to support strategy across the organization
- Accountable for all market segments' data collection as it pertains to staff goals, annual report and strategic plan.
- Serve as the lead with mobile location data to include compilation, reporting and analysis.
- Coordinate the quarterly newsletter for the Preferred Hotels.
- Prepares monthly update to sales and marketing goals.
- Serve as the organization lead for Simpleview CRM.
- Provide snapshots of all events that involve the CVB.
- Utilizing the Economic Impact Calculator, produce report of all events that involve the CVB.
- Works with CVB staff to develop and maintain the database of local partners.
- Assist with events/meetings/destination services as needed.
- Attends pre-and post-event meetings with meeting planner/event organizer.
- Conducts post-event evaluations and pickup reports.
- Maintains a well-informed working knowledge of all hotels, attractions and services, both public and private, available in the area.
- Participate in host committee/local organizing committee meetings.
- Assists with the development and implementation of the annual strategic plan.
- Reports visitation statistics and community outreach activity to President/CEO on a monthly basis.
- Collects data from event venues on booked business for social market.
- Coordinate analysis of weekly/monthly STR report and AirDNA.

Attributes:

- Strong organizational skills
- Strong communications skills
- Trustworthy
- Recognizes the importance of customer service
- Dependable
- Initiative to handle routine problems
- Strong analytical skills

Technical Skills:

- Proficient in Microsoft Office suite
- Familiarity with Simpleview CRM software or equivalent
- Familiarity with mobile location data
- Familiarity with web and social media analytics
- Knowledge of Tableau or other BI software a plus
- Understanding of DI Economic Impact Calculator, a plus

Requirements:

- College degree or equivalent work experience
- Knowledge of tourism industry
- Must have own transportation and hold a valid driver's license
- Overnight travel, weekend and evening assignments
- Must be able to lift a minimum of 35 lbs