



RESEARCH & INSIGHTS MANAGER

JOB DESCRIPTION

JOB TITLE: RESEARCH & INSIGHTS MANAGER

DEPARTMENT: *Marketing*

POSITION REPORTS TO: Vice President Marketing

EXEMPT OR NON-EXEMPT: Exempt (Administrative)

SUMMARY OF BASIC FUNCTIONS: This position will use data from many sources to help the Visit Fort Worth team make the best decisions to market the destination to potential visitors, evaluate our results and communicate impact to stakeholders.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Proactively identify facts, trends and data related to all aspects of our business that illustrate Visit Fort Worth performance and advantages over competitors. Work with VP Marketing, and occasionally the Chief Operating Officer, on organization research needs and strategy.
- Manage portfolio of research tools that document performance for activities related to economic impact, visitor arrivals, visitor spending and more.
- Plan and manage major annual (sometimes bi-annual) research projects (as follows and subject to change):
 - Annual audit of visitor activity including economic impact and visitation
 - Market Sentiment, traveler sentiment
 - Resident Sentiment,
 - Focus Groups

- Work closely with VP of Marketing, media buying agency and research vendors/tools to report on tourism impact such as trip duration and average daily spend of target advertising markets.
- Work closely with web and social team to track trends, social media growth and reporting.
- Create and manage research decks on key brand themes and categories to be updated on a quarterly basis. These may include:
 - Family Friendly
 - Culinary
 - Western
 - Arts & Culture
 - Music
 - Film
 - Sports
 - Outdoor
 - Shopping
- Work with research staff at Travel Texas (state tourism office), DFW International Airport and other partners to collect additional data to help team members achieve goals.

Attend research conferences as assigned to stay current with industry tools and trends. Develop relationships with other DMO researchers to compare tools and trends.

- Generate accurate, attractive reports for staff, Boards, stakeholders and others as needed.
- Create and manage surveys for special events and initiatives.
- Proactively identify and communicate trends in tourism and the broader sales and marketing environment
- Prepare reporting for Board and TPID presentations as assigned.
- Maintain a strong working relationship with business intelligence team member in Convention Sales & Services to understand trends and research tools in that area.
- Meet as assigned (currently quarterly) with cross-department research group to discuss visitation trends and forecasts, with COO, CFO, Convention Sales & Services, VP Marketing and others.
- Support our safe, healthy, positive and productive culture at Visit Fort Worth.

POSITION QUALIFICATIONS:

Education – Bachelor of Science degree strongly preferred.

Experience – Experience generating infographics is a plus.

Special skills – Strong attention to detail and high level of organization.
Demonstrated ability to analyze large amounts of information into executive reports. Proficiency in Excel and ability to create information graphics. Ability to prioritize multiple projects in a fast-paced team environment.
Service oriented approach to work.

WORKING CONDITIONS:

The work conditions involve irregular hours subject to varying, unpredictable situations while coordinating multiple projects and priorities. The ability to effectively communicate with internal and external parties is also required. The position requires occasional travel off job site

RESPONSIBILITY FOR THE WORK OF OTHERS:

None

PHYSICAL DEMANDS:

Sitting - Constant
Standing - Occasional
Walking - Occasional
Lifting - Rare (heavy, 50 lbs.)
Carrying - Rare (heavy, 50 lbs.)
Pushing - Rare (heavy, 50 lbs.)
Pulling - Rare (heavy, 50 lbs.)
Reaching – Frequent
Handling - Frequent
Kneeling - Rare
Stooping - Rare
Crouching - Rare
Bending - Occasional