

Research & Business Specialist, Visit Frisco

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Location: Frisco, Texas

Type: Full Time

Salary: \$64,267.58 - \$78,727.00

Categories: Finance, Operations/Administrative, Research

Preferred Education: 4 Year Degree

Summary

Under general supervision of the Director of Sports & Events, the Research & Business Specialist is responsible for business intelligence, market research and support to the Sales, Sports, Servicing and Marketing teams. This position is primarily responsible for the development and management of a portfolio of research tools from varied sources that assist the Visit Frisco team in making the best decisions to market the destination to potential visitors, compete for group business and communicate results and strategies to stakeholders.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Job Functions & Other Important Duties

Essential Job Functions:

- Responsible for development and management of a research program focusing on meeting & event market trends, issues, opportunities, and challenges; provides written reports and makes recommendations on research outcomes to Visit Frisco leadership.
- Strives to become a subject matter expert on national, regional, and state tourism trends, business intelligence, business processes and methodologies.
- Manage portfolio of research tools that document performance for activities related to economic impact, visitation profiles, habits, and trends.
- Continually seeks to develop and implement ideas for enhancement of all reporting; design new reports and dashboards; create ad-hoc reports and analyses.

- Produce a variety of necessary weekly, monthly, quarterly, and year-end reports including market segment and goal analysis.
- Assists the Director of Sports & Events and other staff on the administration and management of the Texas Events Trust Fund program.
- Develop system to track return on investment and produce quarterly reports on Tourism Public Improvement District (TPID).
- Design, prepare and execute surveys to customers, partners, and other stakeholders to measure and review internal business processes and strategies and customer satisfaction.
- Work with national research vendors to plan, manage and execute major research projects, including visitor activity audits, market sentiment analyses and resident sentiment.
- Utilizes specialized licensed platforms to research and identify qualified leads that contain company contacts, emails, titles, addresses, validated background information and other information on prospective clients.
- Utilizes social media such as LinkedIn, Facebook, and others to gather information on existing and prospective clients.
- Works with the Executive Director and department heads to evaluate market sector strategies and prioritization.
- Supports the Marketing & Communications team in obtaining and compiling pertinent to be included in a variety of materials.
- Assists Marketing/Communications team with prospects lists for digital media and social media campaigns to enhance outreach to consumers.
- Assists with the creation of other marketing outreach campaigns directed toward key decision makers that may include mailings, industry update newsletters, promotional items, etc.
- Assists with the creation of data for marketing materials based on sector strategies and targets.
- Prepares reports on lead performance and quality, marketing performance, and other metrics to drive strategies and team efficiencies.
- Assists with the development and implementation of the Visit Frisco strategic plan that includes strategic initiatives and targets.
- Conducts informational presentations about Frisco's tourism economy to targeted audiences.
- Provides reports to the Executive Director and leadership team as directed.
- Compiles demographic and economic data to respond appropriately to inquiries and requests.
- Analyzes trends and conditions that will impact Frisco and determine necessary strategic modifications to take advantage of those trends and conditions. Makes recommendations on actionable data and strategies.
- Conducts benchmark analyses of competitive markets and identifies areas of opportunity and weakness to improve the competitiveness of the community.

- Supports the Executive Director, senior staff and outside accounting firm on analysis and reports on Frisco incentive contracts including TPID.
- Coordinates with sales staff to build and maintain a database of current and potential clients.
- Coordinates with Technology & Innovation Manager to build target lists of scalable and sustainable companies and investors for Frisco's innovation-driven economic development efforts.
- Coordinates with Marketing team to provide data for targeted collateral, messaging, and campaigns.
- Assists the CRM Coordinator with (i) management / maintenance of CRM platforms.
- Develops and maintains positive working relationships with the FEDC staff and city officials, executives, and department directors.

Other Important Duties:

- Attends and represents the Visit Frisco at certain events, functions, meetings, and conferences.
- Attends Visit Frisco, City and industry events on evenings and weekends as necessary.
- Participates in community affairs as necessary to enhance the organization's professional image.
- Travels to attend meetings, conferences, and training; may travel internationally.
- May be required to work extended hours, evenings, and weekends.
- Regular and consistent attendance for the assigned work hours is essential.
- Performs other related duties as assigned.

Required Knowledge and Skills:

- Skills in large data sets aggregation, analysis, interpretation, and reporting, including statistical methods.
- Ability to summarize complex research into coherent reports for utilization in decision-making.
- Knowledge of research practices and protocols to source financial, legal, and general information about companies, contacts, prospects, and more.
- Knowledge of competitive market analysis, destination marketing, and project management.
- Knowledge of City and Visit Frisco management policies and procedures helpful, but not required.
- Knowledge of destination marketing principles, practices, and procedures.
- Knowledge of applicable federal, state, and local laws, codes and regulations relating to general governmental management and economic development.
- Knowledge of principles and practices of public relations, including methods of business development, marketing, and implementation.

- Knowledge of financial tools available on a local, state, and national level including Texas Event Trust Fund is a major plus.
- Professional, “can do” demeanor with a positive attitude and good interpersonal skills.
- Highly motivated, self-starter.
- Proficiency in the use of computers and related equipment, hardware, and software applicable to area of assignment; specific skill in the use of research / analytical tools is required.
- Proficiency in oral and written communications.
- Skill in strategic planning with the ability to understand the big picture and align priorities with broader goals and measurable outcomes.
- Skill in critical thinking skills with the ability to analyze projects, situations or statements and determine their validity.
- Skill in appropriate handling of politically sensitive and confidential information.
- Skill in organizing, prioritizing, tracking, and managing multiple assignments, projects, and tasks.
- Ability to work under deadlines and stressful situations.
- Ability to conduct training, communicate at panel discussions and make professional presentations.
- Ability to provide professional customer service practices and procedures.
- Ability to work independently in a fast-paced environment.
- Ability to independently resolve complex problems quickly and effectively.
- Ability to handle sensitive and confidential business and client information.
- Ability to be able to establish and maintain effective working relationships with a diverse range of job related contacts.
- Ability and the willingness to be a team member with ability to be a team leader.

Education, Experience, and Certifications (at the time of application):

- Bachelor’s Degree in Research, Data Analytics, Business Administration, Business Information Systems, Management Information Systems, Finance, Economics, Public Policy, or related field, and three (3) years progressively responsible experience in tourism or equivalent combination of education and experience.
- Preference may be given to candidates with experience with tourism-specific research and programs like Tourism Public Improvement Districts or Texas Events Trust Fund.
- Must pass a pre-employment drug screen, criminal background check and motor vehicle records check.
- Must possess a valid State of Texas Driver’s License.