



GULF SHORES & ORANGE BEACH TOURISM

ALABAMA GULF COAST CONVENTION AND VISITORS BUREAU
Gulf Shores, Alabama

DATE: March 2019

SUPERCEDES: September 2017

TITLE: **Job Description and Evaluation Basis – Market Intelligence Analyst**

REPORTS TO: Vice President of Marketing

SUPERVISES: None

OBJECTIVE:

Works in concert with VP Marketing to derive marketing insights from all funded activities; provides recommendations for optimization or improved performance across established efforts.

- Partners with Communications, Sales and Sports Commission to establish objectives, strategies, and metrics to track traditional advertising, email, internet, digital and social campaigns and efforts along with reporting for same.
- Charged with creating holistic dashboards for presentation to senior level management and Industry Partners, as appropriate, as well as collaborating with external vendor partners and all agencies to provide reporting, analytics, insights and recommendations.
- Engages with and supervises agreements, budgets and activities with vendor partners charged with CVB marketing research, RUF Strategic Marketing Solutions, STR and InnTopia Reports and Arrivalist tools and efforts.
- Provides Key Performance Indicator tracking across the organization.

QUALIFICATIONS:

1. College degree required in Marketing Research, Statistics/Analytics, Economics, Internet, Digital and Social Media Marketing.
2. Four to five years of experience in combination of marketing research, digital marketing analytics, advertising technical tracking management, CRM program management and database reporting, website development and management. Experience in Google Analytics, dashboard development and data visualization needed. Marketing research agency and travel/tourism/hospitality sectors experience is preferred.
3. Experience with marketing research principles, insights discovery process, KPI definition, reporting and presentation to senior level management.
4. Expert in Microsoft Office Products including Word, Outlook, Excel, PowerPoint and intermediate to advanced user of presentation and data visualization tools.
5. Excellent written, verbal and presentation skills.

ESSENTIAL FUNCTIONS:

1. Ability to be organized, use time management and clearly communicate both in person, in writing and/or by telephone.
2. Manual dexterity to manipulate data, computer keyboard, calculator, telephone and cell phone, scanner, fax machine, applications and other technical devices and writing instruments.
3. Visual acuity to view computer screen, data, correspondence, and the telephone.
4. Mental health to perform operational tasks and operate office equipment.
5. Speech and hearing to communicate with other people and via all forms of media.
6. Ability to lift 35 pounds.
7. Have dependable transportation and a current driver's license.
8. Possess the combination of communication skills, perception and political astuteness to interact with Industry Partners, marketing partners, client departments and agency vendors in accomplishing assigned tasks.
9. Ability to multi-task and juggle multiple projects at one time under stressful conditions.
10. Flexibility to carry out responsibilities on evenings, weekends, and to travel as needed.

RESPONSIBILITIES:

% Time
Devoted
50%

Duties

Research, Reporting and Analytics:

- * Report monthly and as needed on Key Performance Indicators. Analyze and interpret trends to provide actionable insights and to optimize the economic impact of strategic marketing efforts of Gulf Shores & Orange Beach Tourism.
- * Manage agreement & seasonal DPA Vacation Profile Study, reporting and budget.
- * Direct and engage with Industry Partners and with RUF Strategic Marketing Solutions on the RUF Stay Analysis, using the Tableau reporting tool to report on and visualize data patterns. Seek to expand Industry Partner participation and contribution of data for the destination profile of actual visitors.
- * Manage reporting for area occupancy tracking and reporting via STR Reports and via InnTopia/DestiMetrics reporting, including participant solicitation & monthly tracking, report analysis and dissemination as needed.
- * Liaise with advertising placement agency, Advertising Manager and Digital Operations Coordinator on all digital and social ad and Arrivalist tag trafficking, traditional ad tracking, email tracking, event tracking, PDF tracking and any other developments that improve accuracy and reporting on conversion metrics.
- * Pull from various primary or secondary data sources for other ad hoc reports as determined or requested.
- * Participate in weekly 3Q SEO call, scheduled Miles website, digital review and Arrivalist calls as well as marketing research vendor and occupancy tracking and reporting vendor calls as needed.
- * Attend user summits for Arrivalist, RUF and other vendor partners as requested by Vice President of Marketing.
- * Attend select marketing research focused industry conferences to maintain and evolve current knowledge base on research methodology selection and usage and KPI changes and improvements. Example: TTRA Global Marketing Outlook Forum.

<p>% Time <u>Devoted</u> 15%</p>	<p><u>Duties</u> Insights: * Derive insights through data collection, analysis and/or qualitative or quantitative research * Approve external vendor reports or produce reports, infographics, talking points, etc. that effectively summarize, interpret and visualize the findings. Some efforts may require liaison with the GSOBT Communications team.</p>
<p>15%</p>	<p>Email Marketing: * Work with Digital Operations Coordinator to plan for and monitor all CVB web property and email links within Informz, Distribuon and Google Analytics. * Set up email campaign reporting dashboards for Informz and Distribuon for all client groups. * Establish process and supervise Digital Operations Coordinator export of consumer subscriber email list for Arrivalist tracking. * Serve as emergency back-up to build and publish emails, event invites, etc. as requested; involves testing links, submit for approval process; export list to internal client for review, and publishing and reporting set-up.</p>
<p>10%</p>	<p>Miscellaneous Projects: * Provide support to inquirers in accessing, understanding and interpreting travel and tourism impacts research. This may require in-depth analyses of historical, current and future market data. Sharing of this information may need the pre-approval of the VP of Marketing or the President/CEO as well as creation of new presentations or adaptation of existing presentation materials or reports in a timely way to meet the requestor's needs. This may also require delivery of the information in a formal presentation in a meeting or group gathering. * Conduct special studies as needed to support the executive, marketing communications, and sales/sports commission teams or the Board of Directors of Gulf Shores & Orange Beach Tourism. * Conduct, present and continuously improve partner, customer, stakeholder, consumer, board and community surveys.</p>
<p>5%</p>	<p>Pursues professional development activities to update, grow and mature skill sets.</p>
<p><u>5%</u> 100%</p>	<p>Other duties as assigned by the Vice President of Marketing or the President/CEO.</p>

EVALUATION:

- Three months after hire (probation period), then annually.
- Holds status update meetings every other week with written status report with VP Marketing to assess progress against projects and plans.
- Participates in regular departmental meetings, client services meeting and agency project meetings, lending expertise to planned efforts. All important touch points will be asked for input annually on the relationship management of their business with the CVB Communications Department by the incumbent in this position.