



Position Description

Title: Research Coordinator (Part-time)

Reports to: Research Director

Direct Reports: None

FLSA Classification: Non-exempt

Position Summary

The Research Coordinator will support the Research Director in implementing research tactics, contributing to a wide variety of data driven projects that generate insights for Memphis Tourism overall marketing and sales strategies.

Essential Job Functions:

- Copyediting to refine open-ended survey responses into persuasive testimonials.
- Data cleansing and data entry, as needed; preparing data for deeper analysis.
- Creating polished and persuasive presentations for internal and external clients, following standard operating procedures and formats.
- Refreshing consumer profile data using existing methods, including statistical analysis software and presentation templates.
- Reading and categorizing open-ended survey responses with an existing classification system, while identifying and correcting any knowledge gaps.
- Researching industry trends online, capturing context required for deeper dives in briefs.
- Calculating ROI on marketing expenditures, utilizing existing methodologies.
- Reviewing social listening analyses for irrelevancies, then making recommendations on filtering results based on terms, authors and post types.
- Additional projects as assigned.

Position Requirements & Qualification

Skills required:

- Strong critical thinking and communication skills
- Ready to ask questions and eager to learn, with a passion for discovery
- Attentive to detail; deeply methodical and patient
- Easily adaptable; a fast learner of new software and tools
- Willingness to navigate ambiguity as project parameters are defined; flexible

- High comfort level with Microsoft Excel, and strong Microsoft PowerPoint skills
- Full English-language fluency
- Local to the Memphis MSA

Education/Experience

- High School diploma is required
- Ideal candidate pursuing a higher education at the college level in Marketing or Business degree programs.

Working Conditions & Physical Demands

- Work 15 to 20 hours weekly at the downtown Memphis office with a flexible schedule.
- The work environment involves everyday risks or discomforts requiring normal safety precautions typical of such places as offices, meeting and training rooms; use of safe work practices with office equipment, avoidance of trips and falls and observance of fire regulations.
- Typical, the employee may sit comfortably to do the work. However, there is some walking, standing, bending and carrying of light items. Also, the employee must have manual dexterity, visual and auditory acuity.
- Some repetitive motion is required.

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.