Research Analyst (On-Site/FT)

DECEMBER 2021

Memphis Tourism is pleased to expand the team that manages our world-class business intelligence program to include a full-time research analyst. Our business intelligence program was established in 2017, and now includes partnerships with over 30 leading-edge analytics services and data providers. These partnerships provide a wealth of hyperlocal insights that allow the Memphis Tourism team to accelerate the growth of the tourism and hospitality industry in Memphis and Shelby County, uplifting our community.

Key duties:
- Maintain, refine and deliver routine reports to internal stakeholders.
- Refresh templated presentations and reports with new data by following existing procedures, while ideating possible innovations to convey key insights more clearly.
- Quickly master our tech stack, eagerly ramping up on new platforms and technologies with a self-motivated sense of resourcefulness and a continuous-improvement mindset.
- Synthesize research across multiple platforms to support strategic recommendations.
- Convey findings clearly and persuasively to internal and external clients in written reports, oral presentations and across all other modes of communication.
- Data cleansing and data entry, as needed; preparing data for deeper analysis.
- Translate complex insights into compelling, bite-sized, and approachable strategies for stakeholders, who may have limited familiarity with data sources and research methods.
- Additional duties as assigned.

Example tasks:
- Conducting analyses of raw geolocation data, identifying key trends among Memphis visitors by updating templated charts while also looking for new insights and trends.
- Refreshing, refining and developing consumer personas with psychographic and demographic data gathered through our always-on visitor profile surveys.
- Collaborating on survey development for a variety of audiences to better understand Memphis visitors, including copywriting questions, proofreading and testing survey logic.
- Reading and categorizing open-ended survey responses with an existing classification system, while identifying and correcting any knowledge gaps.
- Creating and updating client-ready presentations using the Microsoft Office suite.
- Correctly and refining Boolean search queries to eliminate irrelevant results, then accurately interpreting data visualizations created with our AI partners.
- Additional projects as assigned.

Required skills:
- Demonstrated understanding of best practices and use cases for key research methods
- Easily adaptable; a fast learner of new software and tools
- Not afraid to be wrong; ready to ask questions and learn, with a passion for discovery

- Willingness to navigate ambiguity and redirect efforts as projects are defined; flexible
- Ready to explore rabbit holes, while still maintaining a big-picture perspective
- Exceptional critical thinking skills with a high threshold for proof; needs the details
- Strong ability to clearly spot potential blind-spots while problem-solving for solutions
- Resourceful approach to research; open to innovation and unorthodox ideas
- Full expertise with Microsoft Excel and Microsoft PowerPoint
- Comprehensive English-language fluency, including slang and idioms

Preferred skills
- Proven ability to correctly interpret trends and insights to drive strategy
- Familiar with marketing terms, tactics and metrics, especially on digital platforms
- Baseline familiarity with core principles of statistical analysis and applied statistics

This will be a full-time position consisting of 40 hours weekly. A Bachelor's degree is required, with Marketing or Business majors preferred. Successful candidates will have 1 to 3 years of work experience in data analysis, business intelligence or market research, or equivalent, with a strong emphasis on primary research. The successful candidate will work on-site from our offices in downtown Memphis. Must be passionate about travel and eager to celebrate Memphis.