



Georgia Department of Economic Development Position Announcement

Title:	<b>Director of Tourism Research</b>	Entry Salary:	<b>Low- to upper-60k's, commensurate with experience</b>
Division:	<b>Tourism</b>	Location:	<b>Atlanta</b>
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.</p> <p>The Research Director performs a variety of research functions to facilitate decision-making about marketing the state as a leisure travel destination and analyzing the impact of Georgia's tourism industry on communities and the state, including: determining the need for and conducting research programs, developing and delivering presentations based on research for staff members and community groups; overseeing the division's measurement metrics program, including collecting and disseminating tourism-related data to staff, legislators, stakeholders and the media; analyzing the results of advertising/promotions/marketing/communications programs to determine which markets and media have performed well and poorly to guide future marketing decisions, media placements and advertising design; overseeing contractors engaged to perform research-related work for the Department (including overseeing RFPs for new vendors as needed); preparing policy papers/whitepapers on tourism-related issues; designing and executing research projects including surveys and impact analyses; and educating tourism industry partners about research topics, methodologies and the use of various research resources that are available to them.</p>		
Minimum Qualifications:	<ul style="list-style-type: none"> <li>• Completion of a Bachelor's degree in research, marketing, tourism, or a closely-related field and four year of experience in research or the tourism/hospitality industry OR an equivalent combination of years of education and significant research experience in the tourism//hospitality.</li> <li>• Thorough knowledge of tourism research methodologies and cutting-edge research technology</li> <li>• Knowledge of and experience with integrated marketing campaigns</li> <li>• Accountability, self-discipline &amp; prioritization skills</li> <li>• Detail-oriented with the ability to manage numerous concurrent projects</li> <li>• Ability to travel in-state or occasionally out-of-state to meet with industry groups and/or deliver presentations</li> <li>• Strong PowerPoint and presentation skills</li> <li>• Strong knowledge of Microsoft Office Suite, Google Docs, Google Analytics (and other analytics products), survey software packages</li> <li>• Strong customer service skills</li> </ul>		

Preferred Qualifications:	<ul style="list-style-type: none"> <li>• Four or more years of experience in research in the tourism/hospitality industry</li> <li>• Two or more years of experience in market research including advertising design and results analysis</li> <li>• Familiarity with tourism research vendors</li> <li>• Ability to use web development tools</li> <li>• Comprehensive knowledge of the State of Georgia, including attractions; destinations; history; natural resources; business, culture and agriculture assets</li> </ul> <p><i>Please note: to receive a salary offer above the minimum posted, applicants must meet or exceed the preferred experience listed above.</i></p>		
Travel Required?	Yes – in-state frequently and out-of-state occasionally.	Nights, Weekends Required?	Occasionally
Deadline:	<b>Open Until Filled. Resumes will be reviewed beginning 2/13, apply ASAP.</b>		

To apply for this position, **you must submit your résumé and cover letter via e-mail to: [jobs@georgia.org](mailto:jobs@georgia.org) no later than the deadline listed above.** If the deadline states that the position is open until filled, apply as soon as possible because an offer will be made as soon as a suitable candidate is identified. **Include the position title and location in the subject line** of your e-mail.

If you do not have internet access or require accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000.

*All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Applicants who are not selected for interviews will not receive notification.*

*Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record.*

*If selected, male applicants between 18 and 26 years of age must present proof of Selective Service Registration.*

**GDEcD is an Equal Opportunity Employer**