# Georgia Department of Economic Development Position Announcement

**Title:** Research Analyst  
**Entry Salary:** $45k

**Division:** Tourism  
**Location:** Atlanta, GA

---

**Duties and Responsibilities:**

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. The GDEcD tourism division, Explore Georgia, works to promote the state, and its communities and attractions, to help visitors discover all of Georgia’s unique vacation opportunities.

Explore Georgia’s research team monitors the pulse of the tourism industry in Georgia and communicates key metrics and insights to both internal and external stakeholders. The research team conducts independent and collaborative tourism research studies; analyzes data and reports on economic impact and forecasts, visitation and demographics, brand awareness, advertising effectiveness, travel sentiment and trends, and more; supports and informs GDEcD decision-making processes; and evaluates market and campaign performance and potential.

The Research Analyst will report directly to the Director of Tourism Research. Primary responsibilities of the Research Analyst include, but are not limited to, the following:

- Monitor and interpret analytics associated with paid and owned media assets  
- Create and/or maintain internal databases of tourism research metrics and resources  
- Review, revise, and summarize tourism research reports  
- Coordinate and verify tourism research components of division presentations, press releases, and special projects  
- Work closely with Regional Tourism Marketing Managers; provide responses to tourism partner research inquiries and engage with local tourism research efforts  
- Work closely with Consumer Marketing Team; provide and interpret tourism research resources to support project needs  
- Run as-needed segmentation analyses through various Research Team tools, including database dashboard and crosstabs interfaces  
- Assist with the design and analysis of tourism research surveys and other primary data collection projects  
- Remain informed about latest tourism industry research and trends  
- Conduct independent research projects on assigned topics  
- Participate in professional development opportunities where appropriate, including but not limited to conferences and workshops  
- Other duties as assigned
The ideal candidate is a natural analyst with strong marketing and research skills and experience, and a dedicated work ethic, who thrives in a fast-paced environment and can efficiently manage multiple simultaneous assignments. The candidate must be ready to take a team approach to providing professional research service to the Tourism team, and to assist wherever needed to help achieve the organization's goal of promoting Georgia as a destination and increasing visitation to the state.

**Minimum Qualifications:**
- Bachelor's degree in economic development, marketing, economics, tourism and hospitality, business, public policy, or related field from an accredited college or university
- Exceptional analytics, research, and research-critique skills
- Ability to analyze, manipulate, and visualize data, and basic knowledge of statistics.
- Strong organizational and project management skills
- Excellent verbal and written communication skills; analytical research and writing proficiency
- Demonstrated ability to be results-oriented
- High proficiency with web and social media analytics, Internet research, and MS Office, particularly Excel
- Cultural sensitivity and awareness
- Self-discipline, initiative, and professionalism
- Team-oriented work style

**Preferred Qualifications:**
- Master's degree in economic development, marketing, economics, tourism and hospitality, business, public policy or related field
- Professional work experience (internships included) in marketing research, economic research, tourism research, or economic development within previous 2 years
- Knowledge of publicly available data sets
- Familiarity with statistical software packages

**Travel Required?** 
Occasional

**Nights, Weekends Required?** 
As needed

**Deadline:** 
Open until filled; Apply ASAP.

**Application Instructions:** To apply for this position, you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at https://www.georgia.org/about-us/career-job-search. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

**Additional Information for Applicants:** 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. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. 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. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer