<table>
<thead>
<tr>
<th>Title:</th>
<th>Marketing &amp; Research Analyst</th>
<th>Entry Salary:</th>
<th>$55k-$60k, commensurate with experience*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division:</td>
<td>Tourism</td>
<td>Location:</td>
<td>Atlanta, GA</td>
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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.

GDEcD’s 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. The 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 Marketing & Research Analyst will report directly to the Director of Tourism Research. The ideal candidate is a natural analyst and researcher, with applied marketing analytics experience, a proven ability to tell stories with data, and a strong work ethic. Must thrive in a fast-paced environment, efficiently manage multiple simultaneous assignments, and be ready to take a collaborative approach to providing professional research and analytical support wherever needed to help achieve the organization’s goals of marketing Georgia as a destination and driving visitation (and travel spending) to and within the state. Primary responsibilities include, but are not limited to, the following:

- Monitor and interpret analytics associated with paid and owned media assets
- Deliver data-driven marketing insights, strategies and recommendations to internal and external audiences
- Identify knowledge gaps and optimization opportunities; develop solutions for data collection, management, integration, and analysis
- Support routine and ad hoc reporting on key performance indicators
- Provide guidance on goals and measurement for new and ongoing division initiatives and campaigns
- Run routine and ad hoc segmentation analyses through various tools
- Prepare, review and summarize research and campaign performance reports
- Develop and/or maintain internal databases
- Assist with the design, deployment, and analysis of market research surveys
- Coordinate and verify tourism research components of division presentations, press releases, and special projects
### Duties and Responsibilities, continued:
- Work closely with Consumer Marketing Team; provide and interpret tourism research data and resources to support campaign project needs
- Work closely with Partner Marketing Team; provide responses to tourism partner research inquiries and engage with local tourism research efforts
- Conduct independent research projects on assigned topics
- Participate in professional development opportunities where appropriate, including but not limited to conferences and workshops

### Minimum Qualifications:
- Bachelor’s degree in marketing, business, economics, or related field from an accredited college or university AND two (2) years of professional applied research and analytics experience in marketing, business, economics, or related industry
  Note: An equivalent combination of education and job specific experience that provided the knowledge, experience and competencies required to successfully perform the job at the level listed may be substituted on a year-over-year basis.
- Proven analytical skills, including the ability to manage, manipulate, visualize, interpret, and present data
- Exceptional research, problem solving, and critical thinking skills
- Excellent verbal and written communication skills; analytical research and writing proficiency
- Essential knowledge of statistics, marketing, and advertising concepts
- Strong organizational and project management skills; attention to detail
- Demonstrated ability to be results-oriented
- High proficiency with web and social media analytics (including Google Analytics), internet research, Microsoft Products (particularly Excel) and/or Google applications
- Cultural sensitivity and awareness
- Self-discipline, initiative, and professionalism
- Collaborative, team-oriented work style

### Preferred Qualifications:
- Master’s degree in marketing, business, economics, or related field
- Three (3) or more years professional experience in marketing, market research, economic research, tourism research, consulting, or related industry, involving significant applied research and analytics work
- Familiarity with data aggregators and business intelligence tools/platforms, including dashboards (e.g., Tableau)
- Familiarity with statistical/quantitative software packages (e.g., SQL, STATA)
- Familiarity with predictive modelling and/or forecasting

### 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](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](mailto: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.

*To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.

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