



JOB DESCRIPTION: Marketing Research Manager

Job Title: Marketing Research Manager
Department: Marketing
Reports To: Director of Research
Classification: Regular, Full Time Exempt
Supervisory responsibility: No
Salary Range: \$58,000 – \$88,000 Depending on Experience

Position Summary:

In collaboration with Director of Research, the successful candidate will be responsible for conducting travel and tourism research, analysis and evaluation related to the policies and marketing programs of Visit California. The Visit California Research program is the primary source supplier of California tourism statistics to destination marketing organizations (DMOs), assessed businesses, academic institutions, economic development practitioners, media, legislators and the general public. The successful candidate will be responsible for managing secondary research sources and distributing tourism research statistics in a variety of formats to support all aspect of tourism market planning and development.

Key Duties & Responsibilities:

Estimated % of Time

Activity

50%

Support the strategic planning, marketing and communication activities of Visit California.

Gather, analyze and provide travel data and market intelligence used in the selection and evaluation of target markets, advertising media, and trade shows; contribute to newsletters, reports, articles, presentations, and briefings.

With 3rd party vendor plan, organize and implement studies to determine the effectiveness and return on investment of Visit California marketing programs.

Oversee or participate in the development of brand research, focus groups and other qualitative research.

- Participate in the development of cooperative (shared-cost) international or niche market research projects.
- 30%
- Manage the economic impact, visitor tracking, and other core research studies and publications of Visit California.
- Review available methodologies and best practices for obtaining reliable and cost-effective data on in-state, out-of-state and international travel volumes, impacts, trends, and demographics.
- Work with Director of Research to develop and approve budgets and scopes of work, oversee RFPs and bids as needed; select contractors; monitor progress; manage contracts; resolve disputes.
- Review, analyze, edit and approve consultant questionnaires, charts, graphs, reports, articles and presentations.
- Provide the content for regular updates of the research section of the Visit California B2B website (industry.visitcalifornia.com).
- Produce a monthly electronic research bulletin; maintain subscriber lists.
- 20%
- Maintain a knowledge base that enables Visit California to provide a high degree of expertise to members of the state's travel industry, media, legislators, and the public who seek information and referrals on diverse travel-related topics and data needs.
- Maintain a research library and data files.
- Support Visit California Communications team in development of staff presentations and corporate communications.
- Maintain affiliation with professional organizations; attend seminars and conferences; deliver papers and presentations.

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily, and demonstrate the following:

Knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques, especially as applied to destination visitation and impacts.

- Budget and project management experience.
- Strong written and verbal communication skills; high degree of proficiency in synthesizing and communicating data from a variety of disciplines.
- Ability to communicate and work well with others in a professional office environment.
- Minimum of five years' professional experience with market research or equivalent analytical field.
- Education equivalent to Bachelor's Degree or higher; marketing, recreation, tourism or related field a plus.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Knowledge of Microsoft Office products, familiarity with statistical databases or software desirable.
- Work hours may exceed 40 hours per week
- Some travel may be required

Compensation:

In addition to a competitive salary, Visit California offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, 401(k) plan, parking and much more!

How to Apply:

Please send your cover letter, resume, and salary requirements via e-mail to Sacramento Staffing Agency: help@sacramentostaffingagency.com.

Visit California has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.