



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: DIRECTOR OF RESEARCH

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0590

PAY RANGE CODE: 12.3 MC REVISION DATE: 2/4/16

NATURE OF WORK:

The work of this classification involves researching industry databases and professional association websites to identify meetings and conventions that are viable prospects for further contact by representatives from the Omaha Convention Visitors Bureau (OCVB). The incumbent will work with the Vice President - Sales and Services to identify need periods for the City and will research meetings and conventions that fit those periods. This individual will be responsible for tracking meetings and conventions that meet in similar cities or key competitive markets of Omaha as indicated by the convention sales team. This position will manage the Customer Relationship Management (CRM) database for the Groups Sales and Convention Services division, track all leads and bookings, and conduct training for new team members and local OCVB partners. The incumbent will also be responsible for public relations activities involving local hotels/motels, facilities, city officials, local media, meeting planners, and other related representatives.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Develops lists for pre-show direct mail pieces; assists with content for sales presentations and event invitations, working in conjunction with the marketing team.

Maintains current account information in the CRM system.

Assists in research as directed; this includes WEB, MINT, and request for history from other cities.

Works with databases to assist in prospecting efforts.

Researches accounts for account updates as requested.

Coordinates the distribution and follow-up of leads acquired from a national marketing database.

Manages and maintains the convention sales lead distribution known as the Partner Extranet.

Ensures hotel partners are set up accurately in extranet, trained to respond to convention sales leads, and answers any requests from the hotels pertaining to extranet needs.

Recruits, supervises, and trains the Research Analyst.

Compiles and analyzes reports for the executive team detailing statistical data pertaining to tourism.

Researches and analyzes a convention industry database of association meeting planners and events, key competitive cities' convention calendars, and other websites for new business.

Assists in qualifying prospects.

Researches historical data on prospect conventions and updates database.

Compiles and analyzes for accuracy all monthly sales reports, pace reports, media calendars, and convention reports.

Manages empowerMINT, Destination Marketing Association International (DMAI) Economic Impact Calculator, and a national marketing database according to required procedures.

Tracks and analyzes travel data as assigned using various reports.

Responds to convention and travel-trade clients requesting information and materials, and delegates requests to the appropriate contact on the Group Sales and Convention Services team.

Assists the Vice President - Sales and Services on prospect accounts that require a local member and the Bring Home the Business campaign.

Maintains the performance reporting system to provide return on investment analysis of accounts. Audits and prepares weekly, monthly, quarterly, or as requested reporting to sales team, executive team, or community leaders.

Generates a predetermined number of prospect accounts each week for further sales solicitation.

Generates and updates a predetermined number of accounts, local contacts, and new meetings each week.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to organize, analyze, and interpret data and to establish data collection procedures to monitor the progress of convention development programs.

Ability to plan, assign, and supervise the work of subordinates.

Ability to prioritize and manage multiple projects simultaneously while meeting stringent deadlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to make oral presentations to discuss data pertaining to tourism.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Hospitality Management, Business, Economics, Marketing, Statistics, or Mathematics

AND

Three (3) years of experience in marketing or research, preferably in the hospitality industry

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):