



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: RESEARCH ANALYST

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0565

PAY RANGE CODE: 12.1 MC **REVISION DATE:** 2/4/16

NATURE OF WORK:

The work of this classification involves conducting research and analysis of tourism information for the Omaha Convention and Visitors Bureau (OCVB), including searching the internet for potential meeting/convention opportunities and analyzing competitive markets and cities. Work includes managing the Customer Relationship Management (CRM) database for the Group Sales and Convention Services division, tracking bookings, identifying need periods and researching conventions to fit those periods, and assisting in the public relations activities and marketing of Omaha as a desirable meeting destination site. An incumbent in this position works with some independence in the performance of the assigned duties and receives direct supervision from the Vice President - Sales and Services.

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 and assists with content for sales presentations and event invitations, working in conjunction with the marketing team.

Researches accounts for account updates as requested and keeps all account information current in CRM system.

Works with databases to assist Vice President - Sales and Services in prospecting efforts.

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

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

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

Answers requests from the hotels pertaining to extranet needs and ensures hotel partners are set up accurately.

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

Researches historical data on prospective conventions and updates database.

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

Manages information on OCVB related industry websites, such as empowerMINT, Destination Marketing Association International (DMAI) Economic Impact Calculator, and C-VENT, 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 to appropriate contact in the Group Sales and Convention Services division.

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

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

Assists the Vice President of Sales and Services on prospect accounts.

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 conduct research and compile related reports.

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

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

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

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

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

One (1) year 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, at times an incumbent is required to travel to sites within the city or to other cities and in doing so is 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

Facsimile Machine
Printer

Copier