



Joe Lombardo | Governor
Stavros Anthony | Lieutenant Governor
Brenda Scolari | Director, Dept. of Tourism & Cultural Affairs

401 North Carson Street
Carson City, NV 89701

UNCLASSIFIED JOB ANNOUNCEMENT

Posted – October 9, 2023

Research Analyst

RECRUITMENT OPEN TO:

This is an open-competitive recruitment, open to all qualified applicants.

APPROXIMATE ANNUAL SALARY AND BENEFITS:

Depending on qualifications, the position will be compensated in the range of \$64,000 - \$73,506 based on the Employee/Employer Paid Retirement Plan and up to \$62,960 based on the Employer Only Paid Retirement Plan. The State benefits package includes a retirement system, health, vision, dental; optional life, and disability insurance; 11 paid holidays and paid sick and annual leave. Other employee benefits such as deferred compensation plans are available.

POSITION DESCRIPTION:

Under the direction and supervision of the Research Director, the Research Analyst is responsible for the operation and analysis of the Division of Tourism (Travel Nevada) consumer market and industry partner research program.

The research program has two areas of focus. One is measuring and tracking tourism activity across the state and reporting statistics for the industry; the other is measuring and tracking performance and statistics across internal Travel Nevada programs. The Research Analyst will help to ensure that the studies and reporting across these areas of focus are completed on time and performed with high quality. Day-to-day responsibilities of the position include:

- Managing the research program.
- Overseeing the development, coordination and administration of various Travel Nevada research surveys, data, projects and reports.
- Collecting statewide visitor statistics and Travel Nevada data, including tabulation and analysis/interpretation.
- Compiling information for the quarterly visitor statistics publication *Discover the Facts*.
- Assisting in the development of research projects involving third party research firms, (ad/marketing effectiveness, economic impact research/traveler spending, visitor study, web usability, ad/copy testing and brand research, etc.); this includes compiling resources

needed for the study, testing any necessary surveys, and developing key metrics/goals that align with the organization's initiatives.

- Assisting in providing performance measures that are used to support the agency's biennial budget.
- Helping to develop in-house surveys including (but not limited to):
 - Website visitor experience/satisfaction surveys
 - Sales post-familiarization tour surveys
 - Hotel/motel occupancy surveys
 - Rural convention attendance
 - Post-conference surveys
- Working with the marketing team to track relevant marketing metrics related to website performance, CRM/database management, social media performance, and advertising effectiveness, along with other metrics pertinent to marketing initiatives.
- Overseeing the implementation of new research vendors and ensuring that all the necessary elements of integration, such as sharing of data, tagging/pixel implementation, etc., are communicated and completed if necessary.
- As required, assisting in growing the research program into other Divisions within the Department of Tourism and Cultural Affairs, including the Division of Museums & History and the Nevada Arts Council.
- Performing all other duties and responsibilities as assigned.

TO QUALIFY:

The successful candidate is a professional who can demonstrate excellent communication skills as well as quantitative and qualitative analysis. Travel Nevada is looking for someone with a solid analytical background, who is passionate about the State and travel industry.

Additional Requirements:

- Bachelor's degree in economics, business administration, social sciences, statistics, mathematics, or equivalent experience.
- Excellent written and verbal communication skills.
- Strong quantitative analysis experience.
- Proficiency in Microsoft Office Suite, including Teams.
- Strong multitasking, adaptability, problem-solving, and project management skills.
- Detail-oriented.
- Willingness to travel.
- Strong interpersonal skills to connect with community members, an internal team, and partner contacts.
- Experience with various research methods preferred.
- Familiarity with statistical software programs, such as R, a plus.
- Familiarity with Nevada is a plus.

POSITION LOCATION: Reno, Nevada.

LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL THE POSITION IS FILLED: All letters of interest and resumes will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.

TO APPLY, SUBMIT LETTERS OF INTEREST/ RESUMES/DIRECT INQUIRIES TO:

ATTN: Kyle Shulz, Research Director

kshulz@travelnevada.com

Subject: Research Analyst

The State of Nevada is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its employees and does not discriminate on the basis of race, color, national origin, religion or belief, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, domestic partnership, genetic information (GINA), or compensation and/or wages.

