

# MARKET INTELLIGENCE SPECIALIST

Job Code	Pay Grade
15068	P2

## Nature of Work

This is a specialized research position within the Pinellas County Economic Development (PCED) department, or the Convention and Visitors Bureau, also known as Visit St. Pete/Clearwater (VSPC). This position is responsible for providing strategic analysis and insights regarding the County's performance, economy, industry trends, competitors, potential and existing customers, workforce, businesses, and marketing campaigns. This position works closely with local industry, community organizations, and municipal and chamber partners, as well as various internal departments and divisions. Work is performed under the supervision of the Division Manager with considerable latitude for independent judgment and initiative.

## Minimum Qualification Requirements

- Associate's degree in business, or directly related field such as marketing, market research, finance, statistics, computer science, math, and 5 years of experience; or
- Bachelor's degree with major course work in the above disciplines and 3 years of experience as described above; or
- An equivalent combination of education, training, and/or experience.

## Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

## Illustrative Tasks (These are examples and are not all inclusive)

- Generates comprehensive market intelligence reports that summarize the County's performance, industry trends, competitors, potential and existing customers, marketing campaigns, workforce, economy, businesses and work programs.
- Interprets and analyzes data, provides written and oral presentations on research questions, findings, and potential impacts.
- Researches, compiles, analyzes and reports on demographic, economic, employment, occupational, industry, real estate, development, business and other types of data.
- Conducts and presents economic and fiscal impact analyses.
- Distributes research and information and delivers actionable data on a regular basis to the community to improve the business environment of the County.
- Conducts secondary research, including identifying information from industry associations, statisticians and marketing experts.
- Develops dashboards that provide insight and visualization into performance relative to Key Performance Indicators, projections, and historical comparisons.
- Presents data, trends, research and analysis in a variety of formats including reports, maps, charts, graphs, graphics, and online including with interactive tools.
- Collects market intelligence best practices and ensures that locally developed analysis and data has the opportunity to be leveraged throughout the organization.
- Creates presentations and reports for stakeholders and presents information as required.
- Compiles, analyzes, and accurately reports on the performance of organizational goals, metrics, and strategic initiatives on a regular basis.
- Produces monthly and quarterly performance reports for internal staff, and industry partners.

# MARKET INTELLIGENCE SPECIALIST (continued)

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## Illustrative Tasks (continued)

- Coordinates with outside vendors to compose, edit and evaluate research survey questions and venues for annual brand effectiveness studies and visitor profile surveys; Schedules and coordinates research studies with outside vendors.
- Collects, examines, and reports on the return on investment (ROI) of seasonal marketing campaigns.
- Maintains a safe, positive and healthy work environment.
- Performs related work as assigned or required.

## Knowledge, Skills, and Abilities

- Knowledge of advanced statistical analysis and research methodologies, along with common analytical research software.
- Skill in quantitative and qualitative research (e.g., sample design, survey design, budget management); customer surveys, research, and analysis, as well as measurement principles in consumer research.
- Skill in giving presentations to a variety of audiences.
- Skill in analytical and deductive reasoning; able to translate findings into meaningful strategies.
- Ability to analyze data and extract the most salient points that provide important audience or market insights.
- Ability to effectively communicate both orally and in writing to groups and individuals.
- Ability to present ideas persuasively to internal and external audiences.
- Ability to multi task and prioritize projects, while working independently.
- Ability to establish and maintain effective working relationships as necessitated by assignments.
- Ability to apply computer applications and software.
- Ability to be flexible and precise under aggressive deadlines.
- Ability to recognize and maintain confidentiality of information.
- Ability to be detail oriented with a results-focused approach.

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Revised	EEOC Code	Overtime Code
1/19	Para-Professionals	Exempt