



Market Intelligence Specialist

Category: Exempt
Pay Grade: E19
Job Code: 15068

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Performs 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.

ESSENTIAL JOB FUNCTIONS (examples, 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;
- 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 other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

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

Special Qualifications (May be required depending on area of assignment):

- 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 knowledge, skills, abilities, and credentials required for a specific position.

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.

PHYSICAL/MENTAL DEMANDS

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Additionally, the following physical abilities are required:

- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.