



Senior Research Analyst Job Description

The senior research analyst assists with global market research and data analysis to support the association's mission of serving the membership by promoting safe operations, global development and the commercial success of the amusement parks and attractions industry.

Essential Responsibilities:

- Assist in executing the IAAPA research program. Collaborate with the global IAAPA team to assist with research needs and propose effective solutions and methodologies.
- Support the implementation of custom qualitative and quantitative market research studies, including vendor management, research and survey design, data collection, analysis, reporting and presentation of findings to key stakeholders.
- Assist with execution and production of standard IAAPA reports, such as Global Benchmark, Market Penetration, Economic Impact and Global Theme Park Outlook reports.
- Respond to internal and external data requests and business questions by analyzing a variety of data sources and effectively communicating relevant insights.
- Monitor, analyze and summarize relevant data related to global industry performance and forecasts such as economic and consumer trends, attraction development, etc., to support business strategies and opportunities
- Manage in-house online survey program and execute topical surveys (questionnaire design, programming, data collection, analysis, reporting and presentation).
- Manage research section of IAAPA website, including coordination with internal digital team, uploading and managing available reports, communication with members, etc.
- Assist with research vendor contracts. Maintain research section of internal SharePoint site and departmental files
- Perform other related duties as assigned

Qualifications, Knowledge, Skills Required:

- Bachelor's degree from four-year college or university required; coursework in the fields of Marketing, Market Research, Economics, Statistics, Psychology, Consumer Behavior, or related fields; five or more years related work experience and/or training in market research project management and custom research.

- Travel/tourism/hospitality/attractions industry experience preferred. Trade association or destination marketing association experience strongly preferred. Experience with project management and data analysis, including the ability to manage multiple priorities, projects, and deadlines simultaneously. Experience in managing outside research agencies.
- Ability to effectively communicate, both in written form (i.e. reports, business correspondence, etc.) and verbal form (i.e. presentations, meetings, etc.) with internal and external stakeholders required. Ability to respond to questions from staff and members. Ability to synthesize data into a highly visual, concise story.
- Strong analytical skills; ability to work with multiple data sets, draw correlations, conclusions and provide actionable business insights. Sound mathematical ability and experience with quantitative analysis.
- Proficiency in Microsoft Office, survey software and database software preferred.

ADA Specifications:

- This position is primarily sedentary in the Orlando, FL HQ office with occasional overnight travel and may require some bending and lifting.

To learn more about the position, please contact:

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