POSITION SUMMARY

Under the general supervision of the Chief Marketing Officer, the Analytics and Insights Manager is responsible for managing the analytics, research, performance measurement and reporting functions of the Wisconsin Department of Tourism. The position is part of Travel Wisconsin's marketing team and delivers actionable insights by integrating and analyzing marketing analytics, market and consumer research, competitive insights, and market trends.

The Analytics and Insights Manager works closely with leaders across the Department of Tourism including the Secretary's Office, Bureau of Marketing & Advertising, Bureau of Industry & Agency Services, Office of Outdoor Recreation, Communications and Public Relations to support and implement high-quality, data-driven decisions. The position is also responsible for managing and overseeing the work of external data and research vendors to ensure appropriate quality control and meaningful analysis.

This position is located at the Department of Tourism's office in Madison, WI.

GOALS AND WORKER ACTIVITIES

35%   **A. Lead cross-functional projects using advanced data modeling, predictive modeling and analytical techniques and analysis to discover insights that measure performance, uncover optimization opportunities and guide strategic decision making.**

A1. Build, develop and maintain data models, reporting systems, data automation systems, and dashboards that guide strategic decision making.

A2. Oversee the design and delivery of reports and insights that analyze marketing and advertising performance.

A3. Work with marketing teams to identify performance improvement opportunities, and then deliver actionable insights on how to increase marketing effectiveness.

A4. Track website key performance indicators, work with marketing team on customer journey analytics and website optimizations, including advising on A/B testing and other site optimizations

A5. Develop and implement quality controls and departmental standards to ensure quality standards and organizational expectations are met.

30%   **B. Collaborate with leaders across the organization to understand and assess business needs and design and execute qualitative and quantitative research to positively impact the overall success and strategy of the Department of Tourism's programs.**

B1. Conduct qualitative and quantitative research by collecting, analyzing, and interpreting information to understand consumers beliefs, experiences, attitudes, behavior, and interactions with Wisconsin and the various touchpoints within the consumer journey.

B3. Maintain an understanding of best practices for research with respect to economic impact evaluation and measurement of consumer visitation for both domestic and international travelers.

B4. Understand and verify Wisconsin economic impact calculations and provide direction to staff on validity of such figures.

B5. Analyze research results and document, report, and present research findings to internal and

external stakeholders in a way that can be easily interpreted by diverse audiences.

B6. Stay abreast of industry trends and competitor positioning to deliver regular competitive analysis and recommendations for marketing opportunities based on results.

20% **C. Collaborate with tourism industry partners to develop an industry wide research program and manage the intake process to ensure research efforts are aligned with broader department goals and influence both strategic business and marketing decisions.**

C1. Act as a subject matter expert resource for research studies and findings. Assess and analyze industry needs, respond to partner enquiries, and provide data and research reports as appropriate.

C2. Develop tools to enable the Wisconsin tourism industry to access and utilize research. Manage research website, ensuring information is timely and accurate.

C3. Prepare reports and present results to industry partners and stakeholders.

C4. Keep current on and monitor regional, national, and international issues as they relate to the formulation of tourism marketing and development policies, as well as new and improved research methodologies.

10% **D. Co-lead data and research vendor relationships, including vetting/screening, onboarding, managing performance to contract, addressing challenging experiences and working with vendors to create and oversee a development roadmap.**

D1. Act as the day-to-day contact for all data and research vendors. Establish and maintain the relationship between the Department of Tourism's business areas and the vendors.

D2. Ensure vendors/partners are honoring their contractual commitments and maintaining service levels.

D3. Conduct quality assurance reviews of work to ensure accurate and necessary information and data is collected.

D4. Collaborate with data and research vendors to create and oversee a development roadmap that aligns with the Department of Tourism's strategic plan and marketing goals and objectives.

D5. Meet with new vendors to stay abreast of new offerings.

5% **E. Other Duties**

E1. Serve as resource on tourism research to the department and other state agencies. Work with other state agencies to obtain their data. (Revenue, Natural Resources, Transportation, Agriculture, etc.)

E2. Frequently self-audit work and check data for errors and inconsistencies.

E3. Other duties as assigned.

Knowledge, Skills, and Abilities

1. Thorough knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques.
2. Ability to plan, direct and advise others on highly complex and sensitive projects and

      prepare and present technical reports.

3. Tourism related research skills and abilities (e.g., ability to gather, analyze, use, develop, and manage).
4. Knowledge of tourism and travel advertising and marketing related research and data.
5. Excellent organizational, research and planning skills.
6. Ability to use computer to format, manipulate and store data in accessible forms.
7. Strong math and statistical skills
8. Proficiently skilled using Microsoft Office suite.
9. Strong critical thinking, problem solving and analysis skills.
10. Ability to be proactive in identifying problems, logically and thoroughly analyzing the situation, and providing appropriate and workable solutions.
11. Excellent written and oral communication and presentation skills with co-workers, and internal and external customers.
12. Knowledge of the tourism sector.
13. Knowledge of marketing best practices.
14. Ability to work under deadline pressure.
15. Ability to work independently and as part of an integrated marketing team.
16. Detail oriented; able to prioritize and meet deadlines.