JOB POSTING

Job Title: Market Research Analyst II
Position Reports To: Vice President, Market Research & Analysis

The Allegheny Conference on Community Development is a non-profit organization dedicated to providing private sector leadership to stimulate the economic growth and improve the quality of life in the Pittsburgh region. Together with its affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance – the Conference focuses on improving the region’s competitiveness through a targeted agenda to Enhance Opportunity – making the most of our competitive advantages by positioning the Pittsburgh regional as a global location of choice for individuals and businesses; Strengthening Communities – working to reduce disparity and remove government barriers to community vitality; and Energize Tomorrow’s Economy by building our economy and improving our environment.

OBJECTIVE
This position initiates and conducts in-depth market research and analysis to frame and further the Conference’s program goals. Reporting to the Vice President, Market Research & Analysis, and working closely with both the business investment and workplace programs, this position plays a critical cross-functional role in the organization by supporting the development of strategies aimed at both business and talent attraction and retention efforts. This position works to frame strategic marketing programs, global business and talent attraction and retention efforts, intelligence-gathering and outreach initiatives that are based on key target sectors.

PRIMAR RESPONSIBILITIES
- Serves as an analyst for high priority areas of shared industry focus between the business investment and workplace initiatives.
- Develops recommendations for strategies and action plans to support marketing and workplace initiatives in key sectors including identification of opportunities for business investment and talent recruitment/retention.
- Ensures policy and advocacy issues relating to the target sectors are clearly articulated in the overall project plans for these sectors.
- Identifies current and emerging issues related to the key target sectors, and collects data, conducts research and develops recommendations for potential strategies and tactics to address these issues.
- Conducts analysis and gathers data to identify causes of current and potential future issues and makes recommendations to decision-makers.
- Conducts briefings and delivers presentations to public and private officials as appropriate.
- Identifies interest of key constituents and develops approaches that take these interests into account.
- Prepares briefings and presentations to be delivered to public and private officials as appropriate.
- Oversees and maintains selected databases, electronic files, online resources, and paper documentation including the Regional Data section of the website.
- Responds to staff, partner, and key constituency inquiries and requests via telephone, written, and electronic communication. Initiates communications with these parties as appropriate.
- Balances multiple priorities, working independently or participating as apart of a cross-functional team,
keeping others informed through clear written and verbal communication, while maintaining a high level of productivity.

- Develops recommendations and opportunities to support marketing and workplace initiatives in key sectors including identification of prospects for potential recruitment to the region.
- Collects, analyzes and distributes information on the priority industries to economic development partners, recruitment prospects and marketing organizations.
- Contributes to the efficiency of the organization by performing other duties and participating in special projects, as assigned.

SKILLS & EXPERIENCE

Education: Undergraduate degree in business, market research, library science or related field required. Graduate degree or equivalent experience preferred.

Knowledge: Familiarity with business, economic and community development issues, local government structure, and/or civic agency operations preferred.

Experience: Minimum of at least 3-5 years of relevant experience required.

Skills: Data mining and business analytics. Excellent oral and written communication skills. Excellent organizational, planning, problem-solving, quantitative, and project management skills. Proficient in MS Office suite, Contribute and database software. GIS skills a plus.

Please submit resume and salary requirements to hrdept@alleghenyconference.org