



JOB POSTING

Job Title: **Market Research Analyst**

Position Reports To: Vice President, Market Research & Analysis

The Allegheny Conference on Community Development is one of the nation's leading economic and community development organizations. The Conference brings together public and private sector leaders around a shared regional agenda designed to improve the economic future and quality of life of the 10-county Pittsburgh region. Collectively, the Conference and its affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance – work as one to drive research and analysis, advocacy and marketing efforts that enhance the region's competitiveness and attract business investment and talented individuals to the region.

This is a full-time temporary position. The term is through December 31, 2017; the term may be extended upon mutual consent and availability of funds.

OBJECTIVE

This position is part of the Pittsburgh Regional Alliance (PRA) – the regional marketing affiliate of the Allegheny Conference. It initiates and conducts market research and analysis to frame and further the Conference and PRA's program goals. Reporting to the Vice President, Market Research & Analysis, and working closely with the business investment program, this position plays a critical cross-functional role in the organization by supporting the development of strategies aimed at both business attraction and retention efforts. This position works to support strategic marketing programs, global business and talent attraction and retention efforts, intelligence-gathering and outreach initiatives that are based on key target sectors.

PRIMARY RESPONSIBILITIES

- Utilizes demographic, economic and workforce data to analyze regional and national trends.
- Monitors regional, national and global business conditions and corporate strategies to identify business attraction and retention priorities.
- Develops recommendations for potential strategies and tactics to address these current and emerging issues related to the key target sectors.
- Prepares briefings, presentations and visualizations of analyzed data 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 and regional Cost of Living Index.
- 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 and/or participating as a part 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.

QUALIFICATIONS

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

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

Experience: Minimum of 1-3 years of relevant experience required.

Skills:

- Data mining, data visualization, and business analytics.
- Excellent oral and written communication skills.
- Excellent organizational, planning, problem-solving, quantitative, and project management skills;
- Ability to interact diplomatically in high-energy setting, establishing and maintaining cooperative working relationship with a wide range of individuals.
- Proficient in MS Office suite, data visualization, and database software.
- GIS skills a plus.

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