

**Fredericksburg Convention and Visitor Bureau**

**POSITION:** Data and Insights Specialist

**STATUS:** FLSA Exempt

**JOB SUMMARY:** The Data & Insights Specialist serves as Visit Fredericksburg's internal resource for tourism research, destination intelligence, analytics, and performance measurement. The position collects, analyzes, and translates data into actionable insights that support destination marketing, sales, strategic planning, funding decisions, and communication of tourism's value to Fredericksburg and Gillespie County.

The role partners across Visit Fredericksburg and with lodging partners, tourism businesses, the City of Fredericksburg, Gillespie County, the Texas tourism industry, and research vendors. The Specialist will identify trends, close knowledge gaps, evaluate return on investment, and present clear findings to leadership, the Board, and community stakeholders.

**RESPONSIBILITY AND AUTHORITY:**

Reports to and works under the supervision of the President/CEO.

**EDUCATION AND EXPERIENCE REQUIREMENTS:** A four-year degree in tourism, hospitality, business, marketing, economics, statistics, data analytics, research or a related field is preferred with 2-3 years related experience.

**DUTIES AND RESPONSIBILITIES:** With direction and approval from the President/CEO, this position promotes Fredericksburg and Gillespie County attractions, accommodations, restaurants, wineries, retail, recreation facilities, as well as special events and festivals to local, regional, national, and international consumer and trade, visitors, residents, and community stakeholders.

**ESSENTIAL FUNCTIONS:**

- Collaborate with Marketing, Sales, leadership, and destination partners to identify research needs and turn questions into actionable insights.
- Track destination performance, including hotel occupancy, ADR, RevPAR, room supply, visitation, visitor spending, length of stay, source markets, seasonality, and other relevant indicators.
- Monitor tourism trends in Fredericksburg, Gillespie County, the Texas Hill Country, and comparable Texas and U.S. destinations; identify opportunities and risks affecting the destination.
- Build and maintain recurring dashboards, reports, scorecards, and presentations that make tourism data easy to understand and use.
- Measure ROI and performance of marketing campaigns, sales missions, tradeshow, promotions, digital channels, website activity, and other destination initiatives.
- Support visitor research, surveys, focus groups, and other primary research; analyze visitor motivations, demographics, origin markets, behaviors, satisfaction, and spending.
- Develop competitive intelligence and benchmark Fredericksburg against destinations with comparable wine, culinary, heritage, outdoor recreation, events, and drive-market tourism products.
- Analyze geographic and drive-market data, including market size, travel-time populations, visitor propensity, and opportunities for market expansion.
- Maintain, audit, and improve organizational data infrastructure, including CRM/database information and data integrity; support effective use of platforms such as IDSS and other research tools.
- Use available tourism, lodging, economic, state, federal, and local data to inform marketing priorities, budget recommendations, strategic planning, and destination development.
- Support measurement and communication of tourism's economic impact and the relationship between destination marketing, visitation, lodging performance, and local economic activity.
- Monitor relevant Texas tourism policy, legislation, government activity, and public information that may affect tourism, lodging, destination funding, or the visitor economy.
- Identify and support grant and research opportunities that can strengthen tourism in Fredericksburg and Gillespie County.
- Present findings and recommendations to the President & CEO, Board of Directors, hoteliers, tourism partners, City and County stakeholders, and community groups.

- Maintain appropriate confidentiality and research integrity; document methodologies and clearly distinguish facts, estimates, and assumptions.

#### **EXPECTATIONS:**

- Accuracy, timeliness and usefulness of recurring research and performance reporting.
- Adoption of dashboards and insights by leadership and staff for decision-making.
- Quality of marketing, sales, and destination ROI measurement.
- Completion and effectiveness of visitor research and competitive intelligence projects.
- Improved data quality, consistency, and accessibility across organizational systems.
- Ability to identify meaningful trends and translate them into clear recommendations.
- Establish positive relationships with staff & stakeholders that will assist client and the team in creating value-added opportunities.
- Demonstrate an ability and willingness to provide efficient and quality service to both internal and external customers.
- Adapt quickly to changing volume of work and responds appropriately and positively to various situations.
- Keep informed on trends and events through industry association involvement.
- Work cooperatively across organizational departments to ensure consistency of messaging and leverage existing resources where appropriate.

#### **QUALIFICATIONS AND REQUIREMENTS:**

- Strong analytical, research, organizational and problem-solving skills with demonstrated attention to detail.
- Proficiency with computer and internet use, including Microsoft Office application software including Excel, Word, Outlook, and presentation tools; experience with dashboards or data visualization is preferred.
- Ability to research, compile, analyze, interpret and clearly communicate statistical, economic, tourism, and administrative information.
- Experience with IDSS, Tourism Economics, Smith Travel Research, PlacerAI, Google Analytics and/or AirDNA is preferred.
- Ability to quickly develop a complete working knowledge of Fredericksburg and Gillespie County including all its attractions and amenities.
- Ability to work independently, manage multiple priorities, exercise sound judgment, and collaborate effectively with internal and external stakeholders.
- Strong written and verbal communication skills, including the ability to explain data to non-technical audiences.
- Ability to work irregular hours, including but not limited to evenings and weekends.
- Strong project management and time management skills with the ability to manage and complete multiple simultaneous projects.
- Have or obtain within thirty days of hire a valid Texas driver's license with an acceptable driving record and possess reliable transportation.
- Residence in Gillespie County is preferred.

**PAY RANGE:** \$65,000 - \$75,000

**DISCLAIMER:** The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.