

Job Title: Research Analyst

Classification: Band 6 (field hours)

Range: \$2759.19 - \$3718.52 semi-monthly

Term: Permanent, full-time position

Location: Regina

Tourism Saskatchewan is seeking an organized, self-motivated individual with a passion for research and data science to fill the position of Research Analyst. With an extensive knowledge of survey design and data analysis, this position will assist in the development of market and consumer research from beginning to end while providing advice and guidance for internal stakeholders and the Saskatchewan tourism industry. By supporting Tourism Saskatchewan's proprietary research projects and synthesizing internal and external information sources, the Research Analyst is a key resource for statistical information, economic, industry, and demographic trends. Strong interpersonal and organizational skills and the ability to translate and convey complex information to a broad audience are essential requirements for this position.

Reporting to the Director of Planning and Research, the duties of this position are:

- Examine available data sets, synthesize and share insights to facilitate evidence-based decision-making under the direction of the Manager of Planning and Research.
- Assist and, as directed, lead all aspects of research design and development, including question design, sampling methodology, implementation, data collection, data cleaning, analysis and reporting.
- Devise and evaluate methods for collecting data, such as intercept surveys, focus groups, in-depth interviews, diaries, and other techniques.
- Identify, evaluate, and utilize sources of secondary data and information collected by research partners, public sources, commercial sources, and research institutions.
- Access and extract data from a variety of databases and business intelligence platforms.
- Utilize analytics and market research to expose trends, relationships, and data insights to enhance marketing and destination development strategies.
- Interpret data and organize information into tabular and graphical data summaries using appropriate data visualization tools and techniques.
- Communicate data and research findings through presentations, reports, newsletters, website updates, infographics, and other methods.
- Be aware of and adhere to professional research ethics, methods, and standards and ensure Government of Saskatchewan policies and procedures are followed.
- Assess and respond to internal and external research and data requests.
- Work with all Tourism Saskatchewan departments to ensure that statistical data and information are relevant and accurately reported in a timely manner.

- Work closely with internal teams to provide guidance and assistance with identifying and accessing tourism data and information.
- Communicate with internal and external stakeholders to understand data needs and information gaps provide solutions.
- Provide research-related advice and guidance for stakeholders in the Saskatchewan tourism industry.
- Manage stakeholder expectations and clearly communicate the strengths and limitations of available data and information sources.
- Participate in partnerships and collaborations with provincial, territorial, and federal partners including Destination Canada, Statistics Canada, Tourism HR Canada, and the Tourism Research Partners Forum.
- Participate in industry conferences such as the Travel and Tourism Research Association annual conference.
- Perform other related duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Must possess a minimum of Bachelor's Degree in Social Science, Statistics, Economics, Marketing or Business Administration or a related field.
- Must have a minimum of three (3) years of relevant work experience related to the posted duties.
- Demonstrated experience designing and conducting quantitative and qualitative research studies is required.
- Must have knowledge of best practices and principles for conducting research.
- Demonstrated experience in data analysis and data visualization is required; proficiency with Power BI preferred.
- Experience manipulating large, complex data sets using a variety of analytical tools and techniques is required.
- Must have knowledge of parametric and non-parametric statistical analysis and business forecasting.
- Experience with writing and preparing research findings for presentation and publication is required.
- Must be able to synthesize highly detailed and technical information and make it relevant to staff across all business lines.
- Excellent oral and written communications skills, including presentation skills, are required.
- Excellent problem-solving skills and keen eye for detail is needed.
- Must be able to identify trends in data to generate actionable business insights.
- Superior organizational and project management skills are required.
- Must have strong interpersonal and organizational skills, with a collaborative style able to work with different teams throughout an organization.
- Must be able to handle a variety of activities simultaneously and to adapt to changing priorities in accordance with organizational needs.
- Experience using Microsoft Office suite is required, with expertise in using Excel.
- Must be able to thrive in a fast-paced environment and meet the needs of multiple stakeholders.
- Must be able to work independently.
- Must be customer-service focused.

- A valid Saskatchewan driver's license is required, and the flexibility to travel.
- Tourism industry knowledge and experience is an asset.

Please submit your resume by 8:00 a.m. on Wednesday, November 9, 2022, to:

Joan MacPhail  
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