



Database Analyst

Statement of Duties:

This position supports the marketing team in its statewide marketing efforts, with a focus on tourism analytics and reporting. The Database Analyst will oversee all tourism marketing analyses and report on performance of various marketing initiatives, statewide tourism trends, manage the tourism database, and be able to “tell the story” of Rhode Island tourism. This position reports to the International Tourism and Group Sales Director.

Essential Functions:

- Analyzing data and trends, utilizing internal database analysis tools, and drafting reports designed to support the organization’s mission, vision, and values
- Market research and customer insights
- Market assessment
- Forecasting trend analysis evaluation of programs, promotions, and activities
- Complete impromptu analysis as needed for Marketing campaigns.
- Collect data, perform data analysis, and develop and distribute reports.
- Conduct program or promotion development and evaluation studies using qualitative or quantitative approaches as appropriate.
- Conduct surveys including design and administration, focus group preparation, recruiting, and logistics as needed.
- Perform special studies as requested including development of data and information, assessment, and recommendations.
- Analyze data and prepare statistically sound projections of revenue, expenses, and return on investment incorporating variable projects, promotions, activities, or business changes.
- Compile information, complete and submit reports to authorized management or Finance as required.
- Attend training and meetings as required.
- Maintain strict confidentiality in all departmental and company matters including the confidentiality of all data.
- Gather information for long- and short-term planning to assist the company in strategic planning.
- Practice excellent customer service skills at all times to include, but not limited to, addressing customers’, vendors’, suppliers’ and team members’ needs courteously, promptly, and professionally.
- Adhere to all company policies and procedures.
- Meet all departmental or company project and assignment requirements and deadlines.
- As needed, assist team members with any and all job functions as necessary for the efficient management or administration of business.

Key Competencies:

- **Initiative** – Job requires a willingness to take on responsibilities and challenges
- **Critical Thinking** – Job requires the ability to parse information and think creatively
- **Achievement/Effort** – Job requires establishing and maintaining challenging achievement goals and exerting effort toward mastering tasks
- **Dependability** – Job requires being reliable, responsible, and dependable, and fulfilling obligations
- **Attention to Detail** – Job requires being careful about detail and thorough in completing work tasks
- **Cooperation** – Job requires working well with others on the job and displaying a good-natured, cooperative attitude
- **Technical Aptitude** – Job requires proficiency in basic spreadsheet functions, and the ability to query data from several 3rd party databases

Preferred Qualifications:

- Bachelor's Degree required
- Excellent proficiency with Microsoft Office; understanding of Excel functions and SQL is highly desired
- Exceptional time management skills and ability to juggle multiple projects with tight deadlines
- Perform quality control on all data sets, with dedication to accuracy and clarity of information
- Able to clearly communicate with professionals at all levels in all business units
- Strong analytical, problem-solving, and critical thinking skills
- Ability to accurately calculate figures and amounts and perform mathematical functions applicable to business needs including computerized calculations and manipulation of data

This role is funded through a federal EDA Grant for a three-year term. The term may be extended contingent on continued funding.

Applications will be accepted until position is filled. To be considered, candidates must submit a cover letter along with a professional resume and salary requirements via email to:

Rhode Island Commerce Corporation
job.opportunities@commerceri.com

- Rhode Island Commerce Corporation is an at-will employer; no employment contracts exist.
- The Rhode Island Commerce Corporation (the 'Corporation') is an Equal Opportunity Employer. The Corporation does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided on the basis of qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics.