



## **Are you passionate about innovation and big data?**

## **Do you enjoy drawing insights and identifying trends from big data sets in exciting industries?**

STR is seeking Research Analysts for our newly-formed Research & Development team. If you are a self-starter, excited by big data, dedicated to innovation and discovering trends influencing major industries, you will thrive in this position. The R&D team is responsible for driving the strategy of STR as we grow the business through product expansion, creation of better solutions for the hospitality industry and new industry verticals.

Founded in 1985, STR is the global leader in data solutions and analytics for the hospitality industry. We are a rapidly growing company with ambitious plans for the future, and we pride ourselves on being a trusted partner to our worldwide client base as well as being a great place to work. STR has been recognized as one of the “Top 10 Coolest Companies to Work for in Nashville” in addition to earning a #1 ranking on a Tennessean Top Workplace poll and a spot on Inc. 5000’s list of fastest growing companies. With a presence in more than 10 countries across the globe, we are looking to add to our talented team of dedicated individuals.

Skills and experience:

### Highly Valued

- Bachelor’s degree
- Solid understanding of statistics and/or economics
- Strong analytical skills
- Ability to manipulate big data sets; work with disparate data sets
- Advanced experience with Excel
- Strong written and verbal communication skills
- Attention to detail
- Critical thinking skills
- Ability to work independently and as part of a team
- Entrepreneurial/innovative mindset
- Ability to adapt quickly to new assignments
- Intense curiosity and desire to learn

Nice to Have (but we’re willing to train if you’re willing to learn)

- Experience working with data visualization software (e.g. Tableau)
- 2-3 years of professional experience in research, data analytics, operations
- Working knowledge of hotel industry/travel/tourism
- Some travel, including international travel, may be required

This position is located in our international headquarters in Hendersonville, TN, just north of Nashville.

<b>Job Title:</b>  Research Analyst		<b>Region</b>  Domestic	
<b>Dept.</b> Research & Development		<b>Written By</b> Elizabeth Winkle	
<b>Date Created</b> March 1, 2016	<b>Review Date</b>	<b>Reviewed By</b>	
<b>Position in Organization</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Senior Research Analyst</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> Provides analytical and business intelligence support. Analyzes, interprets, maintains and reports data. Serves as the department data steward; establishing validation and testing protocols to maintain the integrity of the data. Delivers ad-hoc data and report requests for R&D driven initiatives. Develops, runs and prepares various statistical analysis and reports based on internal and external data sources.			

### Key Responsibilities and Accountabilities

#### 1.1 Deliver Data Analysis

- Proactively analyzes business data, providing assessments of trends, identifying and explaining variances
- Designs, develops and implements business intelligence dashboards and reports to facilitate data review and analysis
- Champion process improvements, best practices and knowledge sharing within the organization as it pertains to business intelligence, analytics and data integration capabilities
- Creates and distributes both routine and complex ad-hoc reports

#### 1.2 Contribute to Thought Leadership

- Identify opportunities for industry white paper and thought leadership, generate and analyze data to support effort
- Draft commentary
- Contributes to own team/closely related teams through quality and accuracy of own output

#### 1.3 Strategy

- Support department and organization's goals
- Understand how own output contributes to bigger picture

#### 1.4 Data/Database Management

- Maintains databases, cleansing and validating data as needed
- Develops database logic to extract required information for reporting – set up template reporting
- SME for Business Intelligence Tool
- Review of business data methodologies, recommend enhancements

#### 1.5 Data Visualization

- Evaluate the way our data is presented and seek to find new ways of doing so in order to make it meaningful and useful to our staff/clients
- Keep up to date with and utilise new technologies to enhance the visualization of data
- Convert complex data and findings into understandable tables, graphs and reports

## Job Description –Research Analyst

### 1.6 Job Execution

- Understands how work area performance impacts results
- Independently gathers information
- Adjusts to multiple demands and shifting priorities; accepts responsibility for results of actions
- Contributes to own team/closely related teams through quality and accuracy of own output

### 1.7 Product Development and Enhancement

- Understand business objectives and direction
- Assist in developing new products and delivering actionable data to STR client base
- Works with team to support achievement of project milestones and deliver on internal and/or external commitments
- Contribute to forecast output, working with internal and external stakeholders to ensure accurate and relevant product

### 1.8 Personal/Professional Commitment and Development

- Focus on learning the key aspects and duties of the job being performed
- Read industry news to understand market developments, trends in the industry
- Attend training and actively seek to continually enhance understanding of STR products and value proposition
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR vision and our values

## Core Competencies

Competency	Knowledge
<b>Industry Knowledge</b>	Basic understanding of the hospitality industry dynamics and high-level trends
<b>Technical Expertise</b>	Must be adept in use of MS Office, particularly Excel
<b>Customer Focus</b>	Must have excellent relationship building skills. Ability to react quickly and efficiently to customer issues. Deliver solutions.
<b>Relationships</b>	Builds productive internal and external relationships. Collaborates with others to achieve objectives and ensure information flow.
<b>Adaptability</b>	Adapts to changing work environments, work priorities and organizational needs. Ability to work effectively in a fast-paced and ever-changing environment and with diverse personalities and work styles.
<b>Delivers Results</b>	Contributes to goals from planning through delivery of end results

## Specific Job Competencies

Competency	Expectation
<b>Analytical &amp; Research Skills</b>	Strong ability to analyze large data sets. Excels at interpreting data, communicating findings and summarizing recommendations. Ability to rationalize disparate data sources and ability to distinguish the big picture within a data set. A degree or relevant experience in statistics is desired.
<b>Judgement</b>	Works on assignments where judgment is required a majority of the time.
<b>Data Management</b>	Strong familiarity & experience with data cleansing, preparation and processing.
<b>Problem Solving</b>	Applies research, information gathering and analytical skills. Selects appropriate alternatives from defined options. Handles detailed, structured problems.

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<b>Communications</b>	Conveys information in a concise and professional manner. Asks effective questions and solicits feedback to understand needs. Anticipates future needs based on past transactions.
<b>Direction</b>	Works under general direction, seeks assistance as needed. Completes work in accordance with accepted practices. Establishes approaches for completing assignments. Adjusts to multiple demands and shifting priorities; accepts responsibility for results of actions.

### Job Context

Context	Description
<b>Travel</b>	The job holder will not be expected to travel extensively.
<b>Key Contacts &amp; Relationships</b>	Externally - C level clients and management at hotel companies Internally – All departments