

<b>Job Title:</b> <b>Senior Research Analyst</b>		<b>Region</b> Domestic
<b>Dept.</b> <b>Sector Analysis</b>		<b>Written By</b> Anne Hawkins
<b>Date Created</b> December 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> Executive Vice President, Sector Analysis</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> Aids in management of new industries across all company departments</li> </ul>		
<b>Main Purpose of Job</b> Provide primary support to launch STR into new industries outside of hotels, managing multiple projects and tasks simultaneously through wearing myriad 'business hats.' Enthusiastically tackle varied tasks to build nascent product lines. Support and manage operational efforts to successfully position STR in new industries. Serve as an expert on new industries through in-depth research and understanding of new markets. Analyze, interpret and report on data collected both through in-depth data analysis and thought leadership articles/reports. Build and maintain relationships with key individuals in new industries. Comfortable with ambiguity and able to proactively take on tasks with minimal direction. Opportunity to be on the ground floor of a growing business.		

### Key Responsibilities and Accountabilities

<b>1.1 Data Analysis</b>
<ul style="list-style-type: none"> <li>• Proactively analyze raw data with extreme attention to detail</li> <li>• Identify immediately any potential issues with data</li> <li>• Strong ability to interpret data and read trends</li> <li>• Compile any data dashboards/reports as needed</li> </ul>
<b>1.2 Industry Research</b>
<ul style="list-style-type: none"> <li>• Conduct in-depth research on new industries with the goal to understand all facets of an industry</li> <li>• Able to 'see'/appreciate an industry from an operator's perspective</li> </ul>
<b>1.3 Operations Support</b>
<ul style="list-style-type: none"> <li>• Work with all departments across the company on an as-needed basis, serving as a resource to build and put processes in place for new industries</li> <li>• Champion building new processes as needed as well as improving existing processes</li> <li>• Challenge the status quo to come up with best operational practices</li> <li>• Communicate as appropriate to keep all departments/teams aligned and informed</li> </ul>
<b>1.4 Strategy</b>
<ul style="list-style-type: none"> <li>• Utilize industry knowledge to help support and drive the strategy in new industries</li> <li>• Understand how individual work drives the overarching goals in new industries</li> <li>• Communicate and instill in others an understanding of and appreciation for the department strategy</li> </ul>
<b>1.5 Data Management</b>
<ul style="list-style-type: none"> <li>• Maintain databases, cleansing and validating data as needed</li> <li>• Develop database logic required for reporting</li> </ul>
<b>1.6 Data Visualization</b>
<ul style="list-style-type: none"> <li>• Present data in a creative manner that 'tells a story'</li> </ul>

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

## Job Description –Research Analyst

- Convert complex data and findings into understandable tables, graphs and reports

### 1.7 Thought Leadership

- Thoughtfully develop insightful takeaways from data in new industries
- Draft thought leadership articles/reports on data from new industries, as well as identify potential areas to improve thought leadership
- Serve as a point of contact within STR on new industries

### 1.8 Job Execution

- Understand how work area performance impacts results
- Independently gather information
- Adjust to multiple demands and shifting priorities; accept responsibility for results of actions
- Contribute to own team/closely related teams through quality and accuracy of own output

### 1.9 Product Development and Enhancement

- Understand business objectives and direction
- Assist in developing new products and delivering actionable data
- Work with team to support achievement of project milestones and deliver on internal and/or external commitments

### 1.10 Personal/Professional Commitment and Development

- Actively interested in industry trends and market developments
- Seeks 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>Intellectual Curiosity</b>	Strong interest in continued learning; understanding businesses, markets and how things works; and improving processes. Thrives wearing multiple hats
<b>Quick Learner/Comfortable with Ambiguity</b>	Picks up on tasks quickly with creative and thoughtful solutions. Comfortable with little direction and the opportunity to come up with a plan independently. Listens and takes advice easily but comfortable owning tasks
<b>Technical Expertise</b>	Must be adept in use of MS Office, particularly Excel and PowerPoint
<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. Consensus builder who works easily with others and appreciates multiple potentially conflicting objectives
<b>Adaptability/Flexibility</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. Doesn't just do the work but takes it one step further to think about how it could be done better/differently

## Specific Job Competencies

Competency	Expectation
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## Job Description –Research Analyst

<b>Analytical &amp; Research Skills</b>	Exceptional 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. Demonstrated excellence in quantitative endeavours. A degree or relevant experience in statistics is desired
<b>Judgement</b>	Works on assignments where good 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
<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 interactions
<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>	Potential travel, but extensive travel is not expected.
<b>Key Contacts &amp; Relationships</b>	Externally – C-level clients in non-hotel industries Internally – All departments