

Research Executive – Tourism Economics

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Company: Oxford Economics

Location: United Kingdom

Category: life-physical-and-social-science

Research Executive – Tourism Economics

London

Tourism Economics is a subsidiary of Oxford Economics dedicated to analytically-based consulting to the tourism sector. Oxford Economics is one of the world's leading economics consultancies, providing advice to international institutions, governments, and blue-chip companies.

We are looking to appoint a high-calibre Market Research Executive to assist with market research projects and support economic analysis assignments within the consultancy arm of the business, working on tourism sector specific projects for a wide range of clients. The role may entail some travel and on-site client engagement, ensuring a dynamic work environment that involves collaborating directly with clients.

Some support work on our expanding subscription services including the Global Travel Service (GTS) and Global City Travel (GCT) forecast databases and associated reporting will be required. The role will involve working with both the Oxford Economics sales team as well as the rest of the Tourism Economics team in producing analysis.

Key Responsibilities

Take a supporting role in consulting projects, in collaboration with the existing tourism consulting team for a range of existing and new clients.

This will involve assisting with market research tasks, including questionnaire design,

survey analysis and report writing, and assisting with separate analytical tasks such as compiling and gathering economic data and undertaking economic analysis supported by a team of economists.

Oversee and monitor the successful execution of market research projects, including undertaking data checking, validation and liaising with internal teams, suppliers, and clients to provide survey updates.

Undertake desk research to assist with project tasks and create supporting documents such as time plans and address ad hoc information requests from clients and/or internal teams.

Explore and understand alternative research approaches and data sources to assist in improving projects, for example, learning about new research techniques or methods to improve efficiency in collecting, analysing, and reporting on research and economic data.

Assist in presenting trends, results, including survey results, and forecasts to varied audiences, including webinars.

Key Skills

Prior experience working for market research organisation either agency or client side with demonstrated abilities in managing increasingly complex research tasks.

Knowledge of trends in market research especially in relation to consumer surveys and understanding of data protection issues.

Experience undertaking tourism/leisure-related market research and working with economic data.

Knowledge of tourism industry trends, including consumer trends, and strong understanding of the economy and economic factors which influence tourism.

Excellent analytical and quantitative skills.

Excellent verbal and written communication skills.

Practical experience preparing and analysing data, and undertaking market research studies, including questionnaire design, survey analysis and report writing, using survey

tools such as Snap Surveys or similar and experience with data visualization software such as Tableau, is desirable.

Ability to liaise with and communicate effectively with clients and suppliers ensuring timely delivery of projects and clear understanding of objectives and deliverables.

Ability to work effectively in teams across offices and within tight deadlines.

Ability to plan workload, ensuring sufficient time for quality assurance from senior colleagues.

Attention to detail and a commitment to going the extra mile to produce rigorous, accurate work, within the constraints of the time and resources available.

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