

resonance

Research Director

Job Description

Sept 2024

Resonance (resonanceco.com) is a leading global consultancy and branding agency for the world's best destinations, cities and communities.

Our projects take us around the world, from developing brands for communities, to tourism development plans for countries to economic development strategies for cities. We also publish the *World's Best Cities* rankings, one of the most widely-read city rankings in the world.

The Research Director will play a critical role in driving insights and shaping recommendations to our clients, from mining and analyzing data to performing primary market research into perception and reputation of place.

The ideal candidate will have a passion for understanding the dynamics that shape cities, destinations, and communities, and will be skilled in leading research projects that influence strategic decision-making.

The Research Director also plays a strategic and principal role in driving the development of our Best Cities reports and insights that will enhance both economic prosperity and quality of life for communities in the destinations we serve.

Specific duties and responsibilities include:

- Directs all aspects of the research process, including relationship building, project planning, data entry/analysis, database development and reporting insights and takeaways
- Conduct and oversee the analysis of large datasets related to tourism, urban development, demographics, economic trends, and consumer behavior. Synthesize data into clear, actionable insights that inform place strategy, branding, and marketing initiatives.
- Engage with clients to understand their research needs and present findings in a clear, compelling manner. Act as a trusted advisor to clients, helping them interpret data and apply insights to their strategic decisions.
- Lead, mentor, and develop the research team, fostering a culture of excellence, curiosity, and continuous learning. Ensure that the team is equipped with the skills and resources needed to deliver high-quality research outcomes.
- Stay at the forefront of research methodologies, tools, and technologies. Introduce innovative approaches to data collection, analysis, and visualization that enhance the consultancy's research capabilities and offerings.
- Contribute to the thought leadership of Resonance by producing white papers, reports, and articles that showcase the consultancy's expertise in place strategy, branding, and marketing. Represent the consultancy at industry conferences and events.

Qualifications/Skills

- Minimum of 7 years of experience in a research role within a consultancy, agency, or related field.
- Expertise in research methodologies, data analysis, and the application of insights to strategic decision-making.
- Strong background in quantitative and qualitative research, with experience in survey design, data modeling, and statistical analysis.
- Exceptional analytical skills, with the ability to distill complex data into clear, actionable insights.
- Excellent communication and presentation skills, with the ability to convey complex ideas to non-technical audiences.
- Exceptional command and familiarity with public available data sources (e.g. U.S. Census, Statistics Canada and more) and data platforms such as Lightcast, ESRI, CoStar and others
- Proficiency in research tools and software, including statistical analysis packages and data visualization platforms.
- Willingness to travel as required for client engagements and industry events.

Location: New York, NY (Hybrid)

Compensation: \$120,000-\$140,000 plus full medical and dental benefits

To Apply: Please submit your resume to cfair@resonanceco.com