

<b>Job Title:</b> International Market Researcher			<b>Region</b> Europe (with global responsibility)
<b>Dept.</b> Industry Partners			<b>Written By</b> Alex Robinson
<b>Date Created</b> 4 <sup>th</sup> December 2017	<b>Review Date</b>	<b>Reviewed By</b>	
<b>Position in Organisation</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Senior Manager – Industry Partners</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> <p>STR maintain and continually improve the most comprehensive database of hotel supply, pipeline, and closed records currently available. You will be responsible for researching global hotel market supply, updating market trends, and identifying new pipeline and development projects, thereby ensuring that STR maintains its position as the market leader in this field</p> <p>STR has recently launched a global visualization platform for hotel supply, pipeline, and closed data. You will help drive the research and innovate the product in new markets, as STR has an exciting plan to role out our new platform.</p> <p>You will also collaborate with our U.S. office and help identify and draft new research methodologies.</p> <p>The role will also support the management of client inquiries, and provide back of house support for the visualization platform.</p>			

### Key Responsibilities and Accountabilities

<b>1.1 Research and identify hotel supply and pipeline across global markets</b> <ul style="list-style-type: none"> <li>• Research and identify hotel projects and record updates for STR's global hotel database.</li> <li>• Work with information sources to pinpoint market development</li> <li>• Source new information made available and/or discovered through proactive research of, corporate portfolio listings, phone calls, chain feeds, enrolment forms, planning websites, and any other verifiable sources</li> <li>• Enhance the data integrity of the database with periodic reviews and analysis of key portfolios and markets</li> </ul>
<b>1.2 Generate content for Pipeline Newsfeed</b> <ul style="list-style-type: none"> <li>• Identify notable projects for coverage in our newsfeed dashboard</li> <li>• Coordinate the drafting of articles and content with STR's marketing and analysis team</li> </ul>
<b>1.3 Account Management</b> <ul style="list-style-type: none"> <li>• This role may entail ad hoc account management, mainly by supporting client facing team members with client requests.</li> <li>• Questions from clients regarding database content and supply trends, may on occasion need to be dealt with directly with clients.</li> </ul>
<b>1.4 Commit to being an active member of the team and to on-going personnel and professional development</b> <ul style="list-style-type: none"> <li>• Keep up to date with market developments in the industry</li> <li>• Attend training and actively seek to continually enhance understanding of STR's products and value proposition</li> <li>• Attend marketing events, team meetings, kick off meetings and functions as required</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 – Job Title

- Adhere to all STR Global processes and policies and maintain customer confidentiality
- Ensure STR Global brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR's vision and our values

### Core Competencies

Competency	Knowledge
<b>Industry Knowledge</b>	Knowledge and understanding fundamentals of the global hospitality industry. Deep knowledge and understanding of the various types of clients and their requirements for supply and pipeline data.
<b>Technical Expertise</b>	Must be adept in use of MS Office 2010, particularly Excel and Word.
<b>Customer Focus</b>	Ability to see the data from a customer's perspective. Understand and deliver the nature of detail that clients are look for.
<b>People Skills</b>	Interacts with people effectively across all levels. An effective listener. Able and willing to share and receive information. Cooperates within the group and across the organisation.
<b>Adaptability</b>	Adapts to changing work environments with enthusiasm and perspective.

### Specific Job Competencies

Competency	Expectation
<b>Attention to detail</b>	Accuracy of research is pivotal to this role. Ability to prioritise workload and deliver timely, professional responses within set timeframes
<b>Strong Research approach</b>	Able to identify relevant data from numerous sources
<b>Independent workflow</b>	Autonomous in conducting daily research across multiple markets
<b>Geographical knowledge</b>	Rounded understanding of global geography and markets
<b>Creative Solutions</b>	A creative approach to problem solving with a view to potential innovation
<b>CHIA Hotel Certification</b>	Certification in Hotel Industry Analytics (CHIA) must be completed within 6-months. This training is free and provided by STR.

### Job Context

Context	Description
<b>Office Based</b>	Role will be based in the London office.
<b>Minor travel</b>	Minor regional European travel may be required