

Research Analyst Job Description

About Longwoods International:

Longwoods International is a leading tourism market research consultancy that helps travel industry clients meet their objectives through an exceptional team, best-in-class strategic partners, groundbreaking research, thought-leading insights and excellent counsel and service. Established in 1978, Longwoods has grown into a respected leader within the travel and tourism industry, with headquarters in Columbus, Ohio and Toronto, Ontario, and additional offices in Indiana, Michigan, Tennessee and Wisconsin. To learn more about Longwoods International please visit our website: <http://longwoods-intl.com>

Position overview:

Longwoods International is seeking a Research Analyst to join our research team in Columbus, Ohio. This is a unique opportunity for a researcher to gain valuable hands-on experience with quantitative research in the travel and tourism industry. The Research Analyst will report to the Senior Production Manager and will work closely with a team of experienced researchers who have set the gold standard in tourism research.

Key responsibilities:

- Engage and support the team in the execution of research projects from initiation through final reporting
- Perform quantitative analyses, data processing, and data visualization for client deliverables
- Produce data visualizations and formatted final reports
- Extract and compile datasets, preparing clean, structured spreadsheets for client delivery
- Conduct quality control reviews for survey links and report documents to ensure accuracy and consistency
- Attend staff and project meetings in person or via conference call
- Occasional travel may be required

Qualifications & experience:

- Minimum of one to three years of experience (which may include relevant graduate studies) in market research and analysis
- Experience in tourism, community/economic development, or other related fields is a plus
- Demonstrated understanding of research design, statistics, and data visualization
- Prior experience in the survey market research field is preferred

Skills and competencies:

- Familiarity with data analysis and visualization programs, such as Displayr
- Strong skills in Microsoft Office (Excel, PowerPoint, Word)
- Familiarity with project management tools and protocols, such as Wrike or similar platforms
- Ability to work both independently and collaboratively with in-person and remote teams
- Excellent attention to detail, organizational skills, and commitment to high-quality deliverables

Work environment and logistics:

Job type: Full-time

Location: Columbus, Ohio (hybrid, minimum 3 days in-office per week)

Work authorization: United States (required)

To apply for this position, please submit a resume and cover letter to Cassandra Ball, Senior Vice President of Operations at cball@longwoods-intl.com, by Monday, May 25th.