



**MARKETING RESEARCH ANALYST
CORPORATE OFFICE: CHARLOTTE, NC**

Cedar Fair, a leader in the amusement park industry, has an opening in Charlotte, North Carolina for the position of Marketing Research Analyst. This full-time position will report to our Manager, Marketing Communications and Season Pass.

JOB SUMMARY:

The Analyst of Marketing Research will be responsible for managing the marketing research program for all Cedar Fair parks.

QUALIFICATIONS:

- Bachelor's degree in Business, Marketing, or Statistics; MBA or graduate work desired
- 2 - 4 years of experience collecting, analyzing and summarizing statistical data. (or equivalent educational coursework)
- Requires experience with Qualtrics web based survey tool and market research/statistical software, i.e. SPSS or similar
- Ability to apply mathematical operations to such tasks as frequency distributions, determination of test reliability and validity, analysis of variance, correlation techniques, sampling theory, and factor analysis.
- Strong project and process management skills.
- Excellent communication skills and the ability to interface with Marketing, Operations and IT partners.
- Strong, instinctive work ethic.
- Ability to pass a mandatory (or random) drug test and background check, which may include, but is not limited to credit, criminal, DMV, previous employment, education and personal references, per Company policy.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Identifies and determines the scope of marketing research needs, including secondary research and research design and implementation.
- Designs survey questionnaires and discussion moderator guides.
- Programs online survey tool for new projects including setting proper question logic and analytics.
- Maintains and updates ongoing online guest visitation and satisfaction tracking studies.
- Interprets data collected from online surveys, and prepares appropriate level of information to be presented based on intended audience.
- Develops in-park surveys and survey interviewer training materials, as needed.
- Prepares and sends email lists for the online surveys.
- Prepares weekly guest origin summaries (DMA reporting) using Qualtrics online survey software and/or Excel
- Performs additional ad hoc data segmentation and analysis per request of park marketing directors.
- Prepares detailed written and graphic research findings and presents across all levels of the Company.
- Assists marketing agency with deep dive brand analysis, and positioning research projects.
- Assists external market research agency with Brand Tracker, by liaising with marketing agency to provide needed creative assets.
- Adheres to and enforces all Cedar Fair and specific Park policies and procedures, including safety, attendance and EEO policies, and demonstrates commitment to customer service in all aspects of employment.
- Other duties as may be assigned.

**CEDAR FAIR OFFERS A COMPETITIVE SALARY AND COMPREHENSIVE BENEFITS PACKAGE.
FOR IMMEDIATE CONSIDERATION, PLEASE SUBMIT YOUR RESUME WITH SALARY
REQUIREMENTS TO CORPHR@CEDARFAIR.COM BY AUGUST 31, 2016.**

AN EQUAL OPPORTUNITY EMPLOYER