

Herrmann Global
Posted: September 26, 2022

Open Position:
International Tourism Research Analyst Internship (Paid)
40 hours per week with flexible hours
Pay range: \$20-\$25 hourly

Location: Lander, WY (USA) for first six months

Herrmann Global is an international tourism think tank that specializes in promoting travel destinations to a global travel audience. We utilize the latest technology and industry trends to efficiently connect our partners with the most relevant potential travelers. We are actively seeking a highly skilled International Tourism Research Analyst to join our team.

This is not your typical office job, the Herrmann Global International Tourism Research Analyst Internship Program provides the coaching and know-how you need to build the relationships and skills to help you effectively perform research and provide actionable insights for destinations on a national and global scale. Our 12-month program includes hands-on training, self-study and real-world experience. You'll also be paired with a mentor—a seasoned professional who will guide you through the program and offer valuable tips of the trade. Upon graduation, you will be ready to start your research career with the Herrmann Global team.

The ideal candidate is a visionary go-getter who has the analytical aptitude and experience in diving into data with high capacity to structure information, extract the most valuable insights to support decision-making and with a special interest in working with data processing tools. He/She is naturally curious and has the ability to keep learning by his/her own initiative and propose innovative solutions for concrete problems. He/She must be able to successfully extract concrete results from data and create reports in a summarized way that supports the Director of Research & Strategy in providing key insights to team members and customers.

RESPONSIBILITIES

- Attend the training sessions and practice your skills to perform the tasks described below.
- Analyze and understand the specificities and the context of each research subject (tourism destinations).
- Collect data from diverse sources using our online and offline tools for social listening, keyword tracking, visitor behavior, among others.
- Organize and structure the collected data to perform deeper analysis and draw relevant conclusions and actionable insights.
- Prepare reports, presentations and dashboards to communicate the key findings and recommendations.
- Communicating results in a contextualized form, not only numbers and facts, that helps to understand the “full story”.

QUALIFICATIONS

- Bachelor's degree in tourism, hospitality, geography or a field relevant to the travel sector (college students may also apply) or equivalent professional experience in the travel sector.
- Highly interested in developing a career specialized in the travel and tourism sector.
- Some experience in activities related to data collection and analysis.

Please send a cover letter and resume to:

florian@herrmannglobal.com & kiana@herrmannglobal.com

- Highly creative, with excellent analytical abilities, self-motivated, and with great initiative.
- Highly interested in following the latest trends and technologies in digital research.
- Skilled user of office applications like spreadsheets, word processors, presentations, and image editing.
- Understanding and commitment with the principles of sustainability and responsible travel.
- Capacity to communicate complex ideas in a concise and effective way, both written and orally.
- Outstanding communication, interpersonal, and critical thinking skills.
- Capacity to think strategically and to identify opportunities to improve decision-making based on data.
- Very good level of English, spoken and written.

- ANY of the following qualifications ARE NOT required, but they are welcome:
 - Bilingual (English + another language) is a plus.
 - Any additional languages is an extra advantage.
 - Any experience with social listening, keyword research or geographic information software is a plus.
 - Any experience with qualitative and quantitative research tools is a plus.
 - General awareness of trends and technologies in digital marketing is a plus.
 - Any experience as a data analyst or as a data engineer (coding skills) is a plus.

SKILL REQUIREMENTS

- Care more: You must have exceptional customer service skills.
- Be curious: You must have a high level of interest in constantly learning new things.
- Problem solving: You must possess the ability to identify and understand problems and have a willingness to solve them.
- Sensitivity: You must have a high level of awareness for the needs of colleagues, clients, and the Herrmann Global business.

Herrmann Global is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status, location, or status as a U.S. Veteran.

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