

Job Announcement
Open Competitive Examination

To establish a list for the position of:

Position Title		Announcement Number
Director of Tourism Research		2025-05
Applications will be accepted for the period:		
Date Open:		Friday, July 11, 2025
Date Close:		Friday, July 25, 2025 (C.O.B)
Salary		
Minimum	Grade	Annual
	P-1-A	\$81,039
Maximum	Grade	Annual
	P-2-A	\$84,329

Position Title: Director of Tourism Research

Reports to: President/CEO

Summary: Administers research initiatives to improve understanding of visitors’ and potential visitors’ behavior for the Guam Visitors Bureau.

Qualifications/Requirements:

- Four (4) years of progressively responsible experience in market research and statistical analyses, including one (1) year of supervisory responsibility, and graduation from a recognized college or university with a Master's degree in economics, marketing, statistics, math, computer science, or related degree; or
- Five (5) years of progressively responsible experience in market research and statistical analyses, including one (1) year of supervisory responsibility, and graduation from a recognized college or university with a Bachelor's degree in economics, marketing, statistics, math, computer science, or related field.

Essential Functions:

- Administers the programs and projects of an extensive management and research information system using a computer system; researches and evaluates data from a variety of sampling techniques.
- Supervises the research staff.
- Administers the compilation and analyses of data on industry trends for use by management in policy formulation, program planning, and for operational, destination, administrative, and marketing purposes.
- Develops, implements and analyzes specific projects to measure the flow of visitors or visitor arrival information; determines the point(s) of origin and demographic profiles of visitors; measures the levels of visitor satisfaction; calculates levels and patterns of visitor spending; and monitors the territory’s inventory of hotel rooms and visitor arrivals.
- Provides management with the compilation, analyses, and distribution of the monthly visitor arrival statistical reports and annual report.
- Attends meetings related to research.
- Maintains liaison with major travel associations.
- Collaborate with and provide the data needs of GVB management, departments, and source market offices.
- Assist management in the development of shaping tourism strategies and policies based on research insights.
- Performs related duties as required.

Knowledge, Skills & Abilities:

- Knowledge of the principles, practices, and techniques of statistical research and analysis.
- Ability to apply tourism market research and statistical analysis.
- Ability to apply market research/statistical analysis computer software applications and equipment.
- Ability to maximize projects and reports within budgetary guidelines.
- Ability to gather, organize, correlate and analyze facts.
- Ability to solve difficult management problems.
- Ability to prepare and/or analyze, edit and revise information materials.
- Ability to develop written and oral presentations, including the preparation of charts, graphs and other visual aids.
- Ability to work effectively with the public, peers, and employees.
- Ability to communicate effectively, orally and in writing.

Key Competencies:

1. Technical Capacity
2. Personal Credibility
3. Thoroughness
4. Collaboration Skills
5. Communication Proficiency
6. Flexibility
7. Interpersonal Relations
8. Problem Solving

Supervisory Responsibility:

This position requires supervision of all unit personnel.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

How to Apply:

Interested internal and external applicants may pick up and/or submit a GVB Job Application at the address below between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, excluding designated holidays:

Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913

Applications will also be available online at the GVB website:
<https://guamvisitorsbureau.com/news/employment-announcements>.

All applications must be received by 5:00 p.m. (close of business) on the closing date stated on the job announcement. For further information, contact the GVB Office at (671) 646-5278. Pre-employment drug testing is required.

GVB is an Equal Opportunity Employer and a Drug-Free Workplace.

/s/

RÉGINE BISCOE LEE
PRESIDENT and CEO