



**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**