



JOB DESCRIPTION FORM

Job Title Research Senior Analyst/Traffic Coordinator		Date 2/1/15
Employment Status Exempt	Position Reports To Marketing Director	
Department Research	Location Various	

PURPOSE OF THE JOB

- Provide all service lines with a superior level of expertise in the area of real estate market research and analysis as required and requested
- Serve as quality control auditor to ensure accuracy of reports, data and adherence to corporate standards
- Assist in procuring new business through superior market knowledge and presentation
- Provide market analysis for the purpose of enabling internal and external clientele to make sound real estate decisions
- Manage and coordinate company specific projects on an as-assigned basis

KNOWLEDGE AND EXPERIENCE

- Bachelors degree
- 3-5 years minimum of research-related experience and/or project management experience preferred
- Computer proficiency in MS Office, including Excel, Word and PowerPoint
- Knowledge of a GIS mapping software, Salesforce, Costar and Xceligent a plus
- Superior knowledge of commercial real estate terms and definitions
- Excellent writing and analytical skills are essential
- Excellent organizational skills including the ability to multi-task and prioritize efficiently
- Extreme attention to detail
- Basic understanding of commercial real estate fundamentals
- Ability to work independently on assigned projects
- Excellent understanding of statistical calculations involved in correctly reporting vacancy rates, absorption, construction, rental rates, leasing, sales activity, renovation and proposed activity

PRINCIPAL RESPONSIBILITIES

- Preparation of absorption and other statistics for office and industrial space on a quarterly basis
- Conduct internal broker meetings to discuss deals and trends in the market on a quarterly basis
- Analysis and composition of quarterly market reports
- Management and production of broker, client and/or marketing research requests
- Coordination of all Cushman & Wakefield reporting requirements in a timely manner to ensure consistency and accuracy of data
- Support of new business initiatives through internal meeting coordination, project management and research
- Oversee CRM database to ensure consistency and accuracy of inputted data
- Participation in local Costar and Xceligent advisory board meetings
- Receive work assignments from Service Line Directors based on current needs
- Provide mapping and demographic research support to brokers and clients