Position Title: Research Insights Analyst
Organization: Greater Brazos Partnership
Location: Bryan – College Station, Texas

About Us

The Greater Brazos Partnership is the primary driver of economic growth for the Greater Brazos Region -- home to world-class research, industry, and talent. We build bridges between business, academia, government, and community partners to attract new investment, help companies grow, and ensure long-term prosperity for the region and its people.

Position Summary

The **Research Insights Analyst** will play a critical role in building the Greater Brazos Partnership's knowledge advantage. This position is responsible for generating, maintaining, and translating high-quality data and research into actionable insights, business cases, and communications tools that drive business attraction, retention, marketing, stakeholder engagement and strategic initiatives.

This role is ideal for a detail-oriented, analytically strong professional who thrives on transforming data into clear, compelling value propositions.

Key Responsibilities

Data Research + Analysis

- Conduct original research on topics such as workforce, industry clusters, site availability and readiness, infrastructure, and government incentives
- Maintain and update economic and business datasets, ensuring data integrity, accessibility, and relevance for internal and external use
- Develop competitive analyses and benchmarking reports to position the Greater Brazos Region against competitive locations
- Maintain internal knowledge base and content management system

Business Case Development + RFI Responses

- Prepare high-impact business cases, proposals, and presentations tailored to prospect needs, showcasing the region's advantages

- Support the development of responses to RFIs and detailed data requests from companies, government partners, and site selectors
- Attend client meetings in support of the economic development team to present research insights

Partnership + Intelligence Gathering

- Leverage partnerships with research institutes, industry associations, think tanks, and funding partners to gather and integrate the latest market intelligence
- Leverage AI-powered tools, data platforms, and emerging technologies to gather, analyze, and integrate market intelligence and enhance research capabilities

Knowledge Translation + Communication

- Translate insights and data into actionable advice, summaries for use in business cases and other external facing materials such as presentations, brochures and social media posts
- Generate economic and business reports highlighting key trends, insights, and organizational impact
- Support the preparation of economic briefings, board reports and meeting notes
- Manage internal research and marketing tools including Lightcast, Canva, Salesforce, etc

Key Qualifications

- 3-5 years of professional working experience
- Undergraduate degree with a focus on business, data analysis, economics, or related. Masters degree is an asset
- Highly skilled in sourcing, compiling, and interpreting data to deliver evidence-driven insights and communications
- Familiarity with utilizing AI-powered tools and emerging technologies to enhance research, analysis, and content creation, and an understanding of best practices in applying these solutions
- Understanding of data visualization best-practices and ability to translate data into user-friendly content
- Excellent written and verbal communication skills and well-developed interpersonal skills with experience developing strong partnerships with internal and external stakeholders
- Team player with a personable, collaborative attitude and commitment to continuous learning
- Intermediate to advanced proficiency with Microsoft Suite (Word, Excel, PowerPoint, Outlook)

Why Join Us

At the Greater Brazos Partnership, you will:

- Help shape the economic future of a vibrant, fast-growing region
- Work alongside a committed, supportive, and high-performing team
- Build relationships with top companies, decision-makers, and community leaders
- Enjoy meaningful work with real impact

Send Applications To
Salman Khan
Greater Brazos Partnership

Please email your application to info@greaterbrazos.org with the subject line "APPLICATION: Research Insights Analyst."