

## **Job Description – Business Research and Analytics Specialist**

---

### **Title**

Business Research and Analytics Specialist

### **Reports To**

VP Strategy, Research and Membership Services

### **Overview**

The Business Research and Analytics Specialist works with the VP Strategy, Research and Membership Services to access, organize, analyze and report on information that supports Destination Greater Victoria (DGV) and its stakeholders with actionable data and research insights. They support the CEO and Executive team with requests for data and information as needed. This position provides insights that inform business development and strategic decisions for the organization, evaluate organizational performance and support teams across the organization by delivering actionable research and analytics outputs.

### **Job Duties**

- Create, maintain and enhance analytics databases, resources and dashboards to inform DGV's strategies, initiatives and operations.
- Lead on leveraging information and drawing insights from data analytics resources, partners and industry databases to answer business and strategic questions for DGV and its stakeholders.
- Administer research projects including economic impact assessments, visitor studies, conversion studies, brand insights, stakeholder surveys, business forecasting, revenue projections, markets analysis, and industry performance.
- Lead on collating information to support driving returns on investment for DGV's initiatives.
- Track, collate and report results for DGV's performance measures and balanced scorecards.
- Synthesize research and results to support DGV's business planning, strategic planning, annual reporting and stakeholder outreach processes.
- Engage and work collaboratively with DGV's business, government and research partners to promote productive research relationships and exchange of information as well as up-to-date knowledge and best practices.
- Support DGV's CEO, Executive Team, Board of Directors and Advisory Committees with data, research information and actionable analytics insights as required.
- Other related project work and/or ad-hoc duties as required.

### **Key Qualifications**

#### **Education**

- Bachelor's degree or equivalent qualification (graduate degree preferred) in a business and/or research focused field, such as business, business administration, economics, data analytics, statistics or applied social sciences.
- Training in research methods, data analysis, and reviewing and reporting information.
- Training in Balanced Scorecard and strategy-focused business principles is an asset.

#### **Knowledge, Skills and Experience**

- Understanding of research methods, study design, survey techniques and data analysis.

# DESTINATION GREATER VICTORIA

- Experience with tools and techniques for collecting, collating, analyzing, reporting and presenting data in clear, concise and engaging ways for various audiences.
- Experience drawing insights and key messages from data to inform business decisions.
- Ability to organize, interpret and report on complex data and use descriptive statistics.
- Experience and proficiency with research, analytics, statistics, database and/or data visualization platforms (such as Excel, Access, Power BI, Tableau, SPSS, R, SQL) as well as best practices for working with, organizing and presenting data.
- Knowledge of the tourism industry, key metrics and/or tourism data analytics is an asset.
- Experience supporting development of business strategy is an asset.

## **Personal Attributes**

- Comfortable working in a highly collaborative organization.
- Comfortable working with confidential information and business results.
- Ability to multi-task and manage several projects simultaneously.
- Ability to work effectively as part of a team as well as individually.
- Strong interpersonal and communication skills.
- Inquiring, with excellent analytical skills and attention to detail.
- Strong ethical and best practice approach with a positive attitude.

## **Working Conditions**

- Ability to work alongside and off-site with stakeholders, members and other partners.
- Limited travel may be required, including meetings, conferences, forums or events.
- Ability to attend and present at Destination Greater Victoria events and meetings.
- Hybrid working is available in line with Destination Greater Victoria's policies.

## **Compensation**

- The annual salary for this position will be \$59,000-\$65,000.
- Competitive benefits package.