

Job Description – Manager, Research and Business Data Analytics

Title

Manager, Research and Business Data Analytics

Reports To

President & CEO

Summary

The Manager, Research and Business Data Analytics role is responsible for taking Tourism Victoria's research, reporting, performance management and big data and analytics capabilities to the next level, ensuring Tourism Victoria and its partners are as effective and impactful as possible based on insight and data. This position directly supports strategic decisions and the work of the executive leadership team by providing insightful and actionable research and data points to support the execution of our strategy.

Job Duties

- Performing, managing, and administering Tourism Victoria's research and reporting function.
- Overseeing and executing in-house Tourism Victoria research projects such as the annual Exit Survey, bi-annual Brand Survey, Advertising Tracking and Conversion study, etc.
- Administering key surveys such as Membership Satisfaction Surveys, as well as internal surveys such as employee engagement.
- Leveraging existing research databases and information from key partners such as United Nations World Tourism Organization, Destination British Columbia, and the Canadian Tourism Commission into meaningful and actionable research information to support better Tourism Victoria business decisions.
- Using information from local tourism and accommodation databases such as Smith Travel, Chemistry Consulting, British Columbia Accommodation Survey and leveraging for business insights and reporting.
- Providing a consistent framework for economic impact/activity reporting for all Festivals, Events and Sport Tourism programs. Ensuring consistency and accurate results. Supporting these events as necessary with expertise to ensure that fieldwork and analysis is robust and believable.
- Supporting the annual business planning process and informs marketing and sales strategy by performing analysis on source markets, census metropolitan areas and neighbourhoods as required.
- Supporting Tourism Victoria's customer segmentation process by leveraging Destination Canada's Explorer Quotient and other available segmentation tools such as Tourism Victoria point of sale data.
- Analyzing various business opportunities through the lens of economic opportunity and social trends.
- Supporting the President & CEO with inputs for environmental scans and risk assessments, and business and research analysis on key Destination Management files, such as access to the destination.
- Supporting the Chief Financial Officer & Vice President Operations by administering business analytics through enterprise and unit Balanced Scorecard.

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- Supporting the Chief Marketing Officer by analyzing digital and social analytics for marketing insight and opportunity when compared to market research.
- Supporting the work of the Tourism Victoria's Transportation Committee on key files affecting access to the region.
- Supporting the Manager, Corporate Communications and Public Affairs with research information and facts to advance both communications and public policy files.
- Supporting partner organizations such as Greater Victoria Harbour Authority, Victoria International Airport, and Victoria Conference Centre with their research needs on a project-by-project basis.
- Supporting prospective new investors in tourism industry product with reliable business information and intelligence.

Key Qualifications

Education

- A minimum of five years' experience in a research, statistics, and business analysis role, including two years in a management position in tourism marketing, tourism/transportation or resort development fields, or in an advanced business consulting role.
- A bachelor's degree in a research-related field such as economics, statistics, advanced social sciences research methods, mathematics or equivalent is required. A master's degree in a related field is preferred.
- Training and experience with the principles of Balanced Scorecard and Strategy Focused Organizations.

Knowledge & Experience

- Familiarity and ability to work with existing tourism-related research resources and databases and adept at producing business analysis from such sources.
- Strong knowledge of digital business analytics with the ability to translate these into meaningful business analysis and insights for Tourism Victoria and Tourism Victoria's members.
- Experienced with the Destination Canada's Explorer Quotient program and Environics Analytics Prizm Geodemographic research.
- Familiar with the work being done at the national and international level to complement existing social sciences-based research with emerging big data tools.
- Skilled and experienced with research methods, in particular survey design.
- Strong project management experience and acumen. PMP designation an asset.
- Deep experience creating project charters and terms of reference.
- Experience acting as a management consultant including preparing high quality reports and presentations for senior decision makers and officials.
- Solid understanding of research-related IT platforms and database structure (e.g. People Soft, Access, Crystal Reports, Excel, SQL), management and associated best practices.

Personal Attributes

- Comfortable working in a highly collaborative, upbeat and innovative sales and marketing 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.
- Strong interpersonal and communication skills.
- Confident presenting to stakeholders, members and officials.
- Strong ethical and effective work acumen with a positive attitude.

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Working Conditions

- Travel may be required
- Ability to attend presentations and events

Compensation

- This is a Level 3 position with a compensation range of \$64,175 - \$86,825 per annum in accordance with Tourism Victoria's established salary bands. The successful candidate can expect to enter the organization no higher than the midpoint of the compensation range.
- Competitive Benefits Package