



Business Intelligence Analyst

JOB DESCRIPTION

JOB TITLE: Business Intelligence Analyst

DEPARTMENT: Meeting Sales

POSITION REPORTS TO: Vice President, Meeting Sales & Convention Services

EXEMPT OR NON-EXEMPT: Exempt (Professional)

SUMMARY OF BASIC FUNCTIONS:

The position provides identifies convention-booking opportunities by analyzing customer inquiries, RFPs and other trends. This Analyst is also responsible for the management of the Visit Fort Worth customer database or Customer Relationship Management (CRM) system, which is vital to monitoring trends. This person conducts statistical analysis to support the overall vision and mission of the organization. This position will engage in on-going dialogue with VFW leadership to maintain, develop and implement necessary initiatives.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Subject matter expert on national, regional and state meeting market trends, business intelligence, database, business processes and methodologies;
- Analyze leads for conventions – particularly multi-city leads – to determine which have most potential for Sales team to pursue;
- Responsible for development and management of a research program focusing on meeting market trends, issues, opportunities and challenges; provided written reports and make recommendations on research outcomes to VFW leaders
- Collaborate with Director of Research to analyze industry trends and possible correlations between overall destination visitation and hotel/convention business;
- Develop policies and procedures for input and editing of CRM-related data. (CRM provider currently Simpleview.) Monitor adherence to policies and procedures and review integrity of reports;
- Provide support, training and documentation for CRM software programs and databases including MINT+, empowerMINT.com, etc.;
- Summarize data and analyze results providing reports and listings from CRM application to the appropriate departments;

- Implement and manage all development work for CRM working with Simpleview CRM and FuturePace platforms;
- Continually seek to develop and implement ideas for enhancement of all reporting; design new reports using standard reporting tools; create ad-hoc reports and analyses;
- Interface with VFW users and partners users to determine needs, uses and specifications of data requests and conduct detailed analysis of data requirements; understand, maintain, and update systems interface;
- Perform and facilitate queries of various meeting industry databases;
- Produce visually-engaging reports including but not limited to productivity, pace, year-comparison, economic impact, benchmark, convention center booking reports, convention booking summary, visitor inquiries, public relations, promotions, as well as various partnership-related accountability reports;
- Produce other necessary weekly, monthly, quarterly, year-end market segment and goal analysis reports, including quarterly reports for VFW Board of Directors and Tourism Public Improvement Board of Directors. Create executable forms of common reports for distribution to users;
- Ensure Destination Partners are familiar and knowledgeable in operating Partner Portal programs and familiarize new Partners with Partner Portal attributes and lead response procedures.
- Conduct surveys as needed to evaluate customer sales process and customer satisfaction.
- Membership and participation with Travel & Tourism Research Association and Texas Travel Research Association

REQUIRED EXPERIENCE:

- Requires excellent, analytical problem-solving
- Requires strong written and verbal communication skills
- Proven track record managing big data and analytical approach in reviewing data supporting the overall organization mission and leadership team.
- Familiarity with concepts, practices and procedures of CRM database and reporting
- Advanced user of Windows and Microsoft products, including but not limited to SQL 2000, Excel, Word and PowerPoint
- Past experience in a sales office and/or the hospitality industry is a plus.

KNOWLEDGE, SKILLS AND ABILITIES:

The Business Intelligence Analyst should be able to provide thorough, accurate and comprehensive support to VFW as part of the Meeting Sales & Convention Services departments. Must organize and manage multiple projects to meet deadlines. Must communicate concisely and effectively – both verbally and in writing. Able to work in a fast-paced, creative environment. The successful candidate will be a collaborative, strategic-thinking, action-oriented individual.

POSITION QUALIFICATIONS:

Education: Equivalent to a Bachelors Degree from an accredited college or university in economics, statistics, mathematics, computer science, business analytics communications, marketing, business or related area.

Experience: 2-5 years' experience in relational database management experience

Job Competencies and Skills:

- Proficient in computers and Customer Relationship Management
- Ability to maintain and construct moderately complex queries, reports, spreadsheets, graphs and other data
- High level of analytical and organizational skills
- Good communication skills and detail orientation
- Ability to establish priorities and meet deadlines efficiently and effectively.
- Ability to communicate technical concepts to technical and non-technical audiences
- Ability to prepare detailed narrative and statistical reports regarding information processing systems and potential enhancements
- Ability to manage multiple concurrent projects
- Analytical and problem-solving skills, understanding of general business and aptitude for learning new technologies is a must
- Proficiencies in Microsoft Office: Teams and Excel. Skills test may be required.

ORGANIZATIONAL RESPONSIBILITIES:

- Provide a high level internal and external customer service functions as appropriate to the objectives and requirements of the individual position.
- Establish and manage customer relationships, within prescribed policy and procedural guidelines; investigate and resolve or refer account problems and discrepancies, as appropriate.
- Communicate effectively via in person, in writing, and by telephone, in a prompt, courteous and service-oriented manner to assure VFW standards for customer contact and protocol are met.
- Maintain a cohesive working relationship with all other personnel to successfully accomplish VFW goals.
- Work independently as well as collaboratively within a team environment
- Support the mission statement and values of VFW and participate in ongoing high-quality improvement/client satisfaction efforts. Demonstrates high standards in service through all interactions with VFW customers and clients
- Handle additional responsibilities and projects assigned

RESPONSIBILITY FOR THE WORK OF OTHERS:

The Analyst will work with all departments within VFW to maximize tourism for the benefit of Fort Worth.

WORKING CONDITIONS:

The position may require working some evenings and weekends. Must be able to work flexible hours; subject to many interruptions, varying and unpredictable situations while working on multiple projects and priorities. The ability to effectively conduct verbal communication with internal and external partners and perform required reading, writing and math skills is also required.

PHYSICAL DEMANDS:

Sitting - Regular
Standing - Occasional
Walking - Occasional
Lifting - Occasional (medium, 20 - 30 lbs.)
Carrying - Occasional (medium, 20 - 30 lbs.)
Pushing - Occasional (medium, 20 - 30 lbs.)
Pulling - Occasional (medium, 20 - 30 lbs.)
Reaching - Frequent
Handling - Frequent

Kneeling - Rare
Stooping - Rare
Crouching - Rare
Bending - Occasional