

## Marketing & Research Analyst

*Full time, Permanent*

Tourism Kamloops promotes Kamloops as an attractive, affordable and accessible getaway for outdoor enthusiasts, families, athletes and weekend warriors. We lead innovative marketing strategies to promote Kamloops as a valued tourism destination. Tourism Kamloops promotes a culture of collaboration, innovation and fun.

### Position Overview

As Marketing & Research Analyst, you'll help Tourism Kamloops focus our resources on the right opportunities, position our offering and run more effective campaigns. You'll have experience in both data analysis and market research.

With a passion for data, you'll create dashboards, reports, analyses and make actionable recommendations. This position will lead several collaborative projects with internal and external stakeholders. You'll work closely with members of the digital marketing team to provide insights into the performance of digital marketing. Working with senior staff, you'll develop organization reports for stakeholders and board members. With support from external consultants, you'll develop and execute market research plans. Working with our business development team, you'll source data sets for sales activities.

### Responsibilities

- Contribute to the marketing strategy
- Report results and make recommendations based on data
- Maximize ROI across marketing channels
- Create dashboards, reports, analyses and make actionable recommendations
- Track performance and report insights for digital marketing tactics including paid social, display, web, paid search and email
- Collaborate with external consultants, to develop and execute both quantitative and qualitative market research plans
- Develop presentations and reports for senior staff and stakeholders
- Simultaneously lead multiple complex projects, with internal and external stakeholders
- Share market insights with partners and stakeholders
- Collaborate and support projects for stakeholders and partners as needed
- Source data sets to support sales activities
- Develop insights, encourage new ideas and innovation, question conventional approaches, recommend new or cutting-edge programs/processes

### Skills

- Proven results and demonstrated expertise in data analysis and data visualization
- Ability to translate technical concepts and data into easy-to-understand language
- Exceptional organization and time management skills – including the ability to prioritize, multi-task, manage deadlines with attention to detail
- Strong team player with experience planning and implementing cross-functional projects
- Experience making data-driven decisions and providing actionable insights
- Experience working collaboratively with stakeholders and partners to achieve a common goal
- Demonstrated ability to communicate professionally, work with flexibility, efficiency, and diplomacy both individually and as part of a complex team
- Passion for learning about new technology and digital innovation

## Education & Experience

- University Degree in business, computer science, economics, marketing, or related field
- 1-3 years working with or within a marketing team
- Experience cleaning, analyzing, and presenting, real-world data in an understandable and interpretable manner
- Experience completing data-driven analysis that delivered value or generated
- Experience using data visualization software such as Google Data Studio, Tableau, Periscope or other tools is a plus
- Familiar with marketing analytics tools such as Google Analytics
- Experience with qualitative and quantitative marketing research techniques
- 2+ years of experience with office management software such as Google Docs or Microsoft
- Experience managing projects
- Experience working in a fast-paced, agile environment with a proven ability to multitask, prioritize, and work with various levels of an organization
- Understanding of tourism industry is an asset

## Intangibles

- Highly collaborative mindset
- Ability to embrace change
- Champion exceptional quality
- Positive outlook in our brand execution and relationships with stakeholders and visitors

**Start Date:** February 2019

**Salary:** Competitive pay based on qualifications and experience

## Perks

- Opportunity for professional development and to attend conferences
- Modern office environment with new hardware
- Monthly team building activities such as skiing, hiking and golfing
- Benefits including extended health, dental and life insurance
- Free parking at the office

Tourism Kamloops' environment and culture promotes the flexibility for thoughtful, purposeful and innovative work. Opportunities for project-based work outside the scope of this job description may occur and is encouraged should it feed your passions, interests and facilitate ongoing workplace learning.

Please send your application to [amy@tourismkamloops.com](mailto:amy@tourismkamloops.com)