

VISIT LOUDOUN

Position Profile

Position Information

Position:	CRM & Research Analyst
Department:	Marketing
Reports To:	Marketing Directors
Direct Reports:	None

Position Detail

CATEGORY	DETAIL
Role Summary:	<p>The CRM & Research Analyst provides necessary support to help the marketing and sales departments in achieving their goals. The Analyst is a key liaison between departments to maintain effective operations and meet projected goals and objectives. The Analyst acts as point of contact and project manager for all research related projects, as well as database administrator for the office's CRM platform. The Analyst role researches, investigates and measures new market development to grow overall business as well as ensures that the organization uses the Customer Relationship Management (CRM) system as efficiently and effectively as possible.</p>
Key Responsibilities	<ul style="list-style-type: none">• Track, analyze, and report on hotel and tourism performance data for the county and region.• Collect and provide a summary report of county lodging numbers, IAD airport passenger traffic, and visitor center traffic for the monthly edition of Travel Pulse.• Use hotel forecast data to validate county's TOT forecast.• Analyze, report and present hotel, sales and marketing performance data to key internal and external stakeholders, such as Board of Directors, Town staff, hotel partners, wedding service vendors, etc.• Attend weekly sales and marketing meetings to present updates on research projects and share pertinent information between sales and marketing teams.• Support Marketing department by identifying any research needs, creating RFPs and finding appropriate research vendors to complete projects.• Manage relationships with research vendors to keep project deadlines on time.• Track and analyze visitor center foot traffic and visitor demographic data collected from survey to be shared with stakeholders.• Maintain research portion of Visit Loudoun website and member extranet.• Manage the submission of grant applications to Virginia Tourism Corporation (VTC). If awarded, ensure project is executed following all VTC guidelines and submit expenses for reimbursement.• Manage the submission of award applications. Find relevant award programs and write and submit award applications.• Act as administrator for CRM platform by working with CRM Analyst to run monthly maintenance reports and regular data cleaning.• Make CRM changes and updates to office processes as determined to improve efficiency.• Create ad hoc reports for the Sales team and administration as needed using CRM system.• Spearhead troubleshooting and resolution of CRM system issues for both internal staff and external partners.

	<ul style="list-style-type: none"> • Provide pertinent industry data to members and internal staff and address tourism-related inquiries from outside firms and individuals.
<p>Required Skills & Qualifications</p>	<ul style="list-style-type: none"> • Four-year college degree or minimum of five years hospitality experience (two years at a DMO preferred) • 1-2 years of research and analytics experience • Candidate must be able to effectively communicate ideas in verbal and written presentations. • Strong Microsoft Office skills, specifically proficiency in Excel. • Experience using CRM database platforms (e.g., Simpleview, Salesforce, etc.) • Experience with data visualization tools (e.g., Google Data Studio) • Candidate must have excellent analytical skills and must fully comprehend the travel industry landscape • Experience managing multiple projects with various timelines successfully. • Ability to handle confidential or delicate information with discretion and respect. • Ability to work independently in a hybrid office situation.
<p>Preferred Skills & Qualifications</p>	<ul style="list-style-type: none"> • Experienced user or Administrator of Simpleview CRM platform. • Knowledge of hospitality industry segments and demonstrated understanding of the latest trends and data sources. • A deep passion for the promotion of Loudoun County and its offerings. • Excellent interpersonal and communication skills as well as the ability to work well with co-workers and stakeholders. • Visionary outlook and the ability to anticipate next steps • Strong presenter that can explain hotel industry terms to partners and stakeholders that may be unfamiliar with subject matter. • The right person for this position will have a demonstrated ability to lead initiatives and show skills in follow-up, multi-taking, leadership and accountability.