

Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, [Destination Toronto's](#) mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city.

**POSITION TITLE:** Business Analyst, CRM Engagement  
**DEPARTMENT:** Destination Development  
**REPORTS TO:** Business Intelligence Architect  
**DIRECT REPORTS:** None  
**UPDATED:** August 2022

### **Role Summary**

With effective and strategic integration, the CRM enables teams throughout the organization to use proprietary and external data sources to support data-driven, and forward-looking organizational sales and marketing strategy.

The CRM Business Analyst is responsible for maximizing the adoption and performance of the organization's CRM platform. This role will ensure that business processes are built and modeled in the CRM to measure business performance at the most granular level to support tactical as well as strategic decision-making, and business forecasting. The CRM Business Analyst champions CRM data analyses by publishing data and reports within the CRM and using the BI platform in collaboration with the rest of the business intelligence team.

The CRM Business Analyst resides within the Business Intelligence practice at Destination Toronto and acts as a resource to all business lines, colleagues and stakeholders including:

- CEO and Executive Team – overall integration of CRM into organizational processes
- VP, Finance and Administration - develop industry forecasts and economic benchmarks
- VP, Global Marketing - marketing programs data collection and integrity
- SVP, Global Sales and Service - sales data collection and integrity
- Community and Industry Partners
- BI Architect
- SimpleView Staff (CRM vendor)

### **Core Responsibilities**

- CRM Engagement
  - Ensure business processes are built and mapped in the CRM for data collection to facilitate business decision making
  - Ensure process changes are captured in a timely manner and reflected in the CRM model
  - Ensure ActOn email platform is fully integrated with the CRM, and regularly tested and improved with procedures and standards adopted across the organization
  - Ensure QC of completed tasks from internal, external and third-party vendor clients and project team members
  - Organize and integrate all data and sources that can interface with the CRM to streamline organizational data collection

- Serve as the expert to pull complex lists and reports (beyond the skill of regular users) and ensure full CRM integration with the BI platform
  - Ensure the CRM platform is technologically current, and that data integrity is consistently high
  - Advise strategically on the value and implications of other system improvements related to maximizing the CRM
  - Serve as principal liaison with SimpleView Inc, coordinating creation and execution of all service requests, implementation of new features, and software updates
  - Responsible for periodic review of all projects related to maintenance of the CRM, and work orders involving SimpleView tasks and projects
  - Facilitate organizational CRM literacy and adoption through updated procedures, lexicon, and collaborating with managers in every department to establish appropriate training requirements for various roles
  - Provide initial training for new staff in effective CRM use and develop and maintain training materials in coordination with vendor(s)
  - Maintain frequent communications with power users in each department as ambassadors for effective and consistent CRM use
  - Review CRM contracts and proposals to eliminate duplicate billing and/or conflicts of interest
- **Business Intelligence**
    - Ownership for the production, validation, and review of monthly, quarterly, and yearly sales reports, for both internal and external stakeholder reporting
    - Build and manage reports and dashboards using SimpleView (SV dashboards) and the BI platform (DOMO)
    - Research and support methods to automate export of data and/or reports from the CRM to the BI platform including using third-party API & integration tools
    - Communicate effectively and frequently within the BI team on upcoming changes to the CRM data/report schema that affects downstream data processing and the BI data pipeline
    - Responsible for reporting and updating Leadership Team on CRM projects, reporting, and data integrity processes

### **Knowledge, Skills and Competencies**

- Minimum of 3 years of experience in CRM interaction, time spent collecting, analyzing and submitting statistical data via a CRM platform a plus
- Must have a working knowledge of B2B channel sales, and consumer marketing practices and a proven understanding of how it impacts the company's sales goals and marketing objectives
- Excellent oral and written skills
- Demonstrated ability owning administrative CRM tasks, and working with (CRM vendor) customer success teams
- Demonstrated ability to communicate with business stakeholders (Destination - Sales, Services, Marketing, Finance) and translate needs to technical (CRM/data) requirements
- Destination Marketing Organization experience is a plus
- Ability to understand key performance indicators and to execute against findings
- Strong demonstrated knowledge of sheets/excel – formulas, pivot tables and charts, Google/Microsoft productivity tools (docs/word, slides/ppt) and CRM/ERP systems
- Strong understanding of relational database management systems (RDBMS)
- Ability to write intermediate-level SQL queries involving aggregate/analytical functions, and subqueries
- Basic understanding of data visualization techniques – charts, plots, maps etc. – and their technical fit as per reporting use case(s)
- Experience using BI tools like Tableau, Power BI or DOMO is a plus
- Google Analytics Certification is a plus
- Ability to work independently as well as within cross-functional teams in a collaborative, professional environment

- Self- Motivated, able to manage complex projects to timely completion

### **Education**

- A Bachelor's degree in Marketing, Statistics, Mathematics, Economics or Business Admin is strongly preferred or an equivalent combination of education and experience

### **Language**

- English essential

### **How to Apply**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Business Analyst" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.