



Director, Business Intelligence

Tourism Vancouver is powered by people ... and we are seeking a **Director, Business Intelligence** to join our award-winning team.

Who are we:

Tourism Vancouver is one of the world's most dynamic destination marketing and management organizations, with a commitment to establishing Vancouver as a must-visit destination.

Our purpose is clear: *We Proudly Champion Vancouver.*

And we live this purpose every day in our core values as created and defined by our team:

- ✓ *We live, breathe and share Vancouver*
- ✓ *We are powered by people*
- ✓ *We are adventurous*
- ✓ *We play with purpose*

Our brand promise, "*Vancouver is a place that connects people and inspires them to live with passion*" underscores how we communicate with our customers, engage with stakeholders and service our 900+ members.

As a private, not for profit business association, our success not only supports an industry, but also adds to the global reputation and cultural, social and economic vibrancy of our great city.

The Opportunity:

Business intelligence (BI) helps develop and drive the vision and strategic direction of the organization through the effective collection and use of market and socio-economic data and analysis across all aspects of Tourism Vancouver's market reach thereby enhancing and predicting performance on initiatives and ensuring stakeholder satisfaction.

The **Director, Business Intelligence**, responsible for the overall direction of the BI function, in alignment with Senior Leadership, will accelerate how Tourism Vancouver leverages existing and new BI technologies and partnerships to meet its mandate of delivering value to members, building a strong brand, driving visitor demand, improving the visitor experience, and ultimately impacting long term destination success. This new role will report into the Vice President, Strategy, International Markets.

What We Expect of You:

- **Research and planning** including leading, oversight and coordination of all macro and market research activities pertaining to the provision of timely research, intelligence gathering and performance evaluation required by Tourism Vancouver to fulfill its mandate and mission.
- **Lead the business intelligence strategy and team** including information acquisition, management and delivery. Provide oversight to direct reports as they plan and execute campaigns with internal teams, industry partners, and agencies.



- **Advance Tourism Vancouver's business intelligence strategy** including but not limited to identifying inefficiencies and driving new and innovative methods and sources of data.
- **Direct the development and implementation** of the organization's research plan including but not limited to creating accountabilities for project execution and developing/maintaining contracting relationships as required.
- **Approves all statistical and research information** included in media releases, plans and reports, ensuring that the information is accurate and appropriate.
- **Contributes to an insights "culture" at Tourism Vancouver** including the synthesis and dissemination of information in ways that are relevant, impactful and contribute to higher quality decision making by the organization and the industry.
- **Plans and directs studies** that survey relevant trends, economic and socio-economic forecasts as well as provides accurate interpretation if data.
- **Drive innovation for the business market** by leveraging BI strategies and marketing capabilities to support and grow Tourism Vancouver's businesses.
- **Establish BI measurement framework.** Align KPIs to business and marketing scorecards and improve analytics to enable advance visitor data, marketing performance, and impact of BI initiatives.
- **Corporate strategy and partnership.** As a subject matter expert and thought leader of BI, collaborate internally with senior leaders to develop corporate and business unit level strategies, and lead participation of joint ventures externally with key partners such as Destination British Columbia, Tourism Whistler, Destination Canada and the business community.

Qualifications

- Collaborative leader with 8 years extensive reporting and analytical experience
- Performance-focused and technology-savvy with experience using leading-edge technologies, platforms and processes for data gathering and interpretation. Conversant with business, marketing and technology teams.
- Experience building major, multi-partner partnerships and programs
- Great collaborator with leadership team, internal teams and external partners; ability to motivate cross-functional teams.
- Leadership experience managing, coaching and providing ongoing feedback to direct reports.
- Experience collaborating and presenting to senior executives.
- Highly motivated, enthusiastic and creative about building capabilities and willing to take on new challenges and risks.
- Financial acumen and experience with budgetary control and business planning.
- Post-secondary degree from a recognized institution in marketing, communications or business administration, or equivalent education, training and experience.
- Passionate about Vancouver as an international travel destination.



How Do We Connect:

If this sounds like you because you have experience and drive and describe yourself as a dynamic, enthusiastic and collaborative leader in BI, focused on building relationships, achieving sales and marketing results as well as possess the commitment and drive to make a significant contribution to the Metro Vancouver tourism industry, we invite you to apply for this position. Please send your resume and cover letter to: careers@tourismvancouver.com.

Tourism Vancouver is an inclusive and diverse work environment and welcomes all qualified applicants.

For more information, please visit <http://tourismvancouver.com>