



## ***Specialist, Business Insights***

Destination Vancouver is delighted to be seeking a **Specialist, Business Insights** to join our award-winning team.

### **Who Are We:**

We are a dynamic Destination Management organization delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. We responsibly strive for a triple bottom line approach of People, Planet & Profit to measuring destination success through advocacy and responsible destination stewardship.

As a progressive, strategy lead, insights driven and industry partnered organization, we provide business intelligence to public, private and civic partners to drive and influence decision making.

Our Purpose is: *To transform our communities and our visitors through the power of travel.*

Our Mandate is: *To support Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, US, and International markets.*

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 700+ members.

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

Destination Vancouver believes in and provides a diverse, equitable and inclusive work environment.

### **The Opportunity:**

Destination Vancouver's business planning approach is defined as Strategy Led, Insights Driven, and Industry Partnered. Reporting to the Manager, Research & Business Analytics, the **Specialist, Business Insights** is a key position that supports the Destination Vancouver Team to promote Vancouver as a premiere travel destination responsible for destination management and stewardship. The position works closely and collaborates with all internal business units to support timely and effective business decision-making for the on-going development and evolution of the organization, industry partners and the destination.

The **Specialist, Business Insights** contributes to the development of Destination Vancouver's business plans and the successful execution and operational fulfillment of Destination Vancouver's development and promotion goals and strategies. The Specialist is expected to make an ongoing contribution to achieving organizational objectives and targets. They work with a variety of external stakeholders to collect and analyze real-time data, and provide insights for the team and external partners to execute programs

This position is ideal for a candidate who is excited by the latest data and research. Someone who is highly organized and flexible, a critical thinker who is quick to identify patterns, is resourceful and who loves an opportunity to think differently.

### **What We Expect of You:**

You love where you live, work and play. You are highly curious, driven to get meaningful results, and thrive in finding new ways to do things and share new ideas and experiences. You are a dynamic Team Member and you are passionate about Vancouver!

**Key Accountabilities:**

- Monitor and analyze data representing economic and traveller behavior to inform strategic and operational business requirements and performance.
- Support business planning with relevant insights to anticipate, inform and evaluate destination development and promotion activity.
- Work with internal team and external stakeholders to define and track performance measures, and identify opportunities and barriers to destination competitiveness and responsible growth.

**Key Responsibilities:****Business Planning Support**

- Assist with data modelling, forecasting and economic impact analysis.
- Monitor consumer, markets, segments, industry trends and developments to inform internal planning and strategies.
- Assist in identifying opportunities and gaps in data to prioritize internal research projects.

**Development and Promotion Planning**

- Collect, review, synthesize and distribute research and other sources of consumer and business insights with internal business units, partners, and stakeholders.
- Provide research to inform destination development initiatives which may include advocacy, planning and policy development, capacity building, sustainability and environmental stewardship, product and experience development.
- Support market planning with key insights to inform the development and delivery of marketing and sales activities for leisure, trade and meetings and conventions.
- Distill and communicate key insights across all levels of the organization in verbal, written and visual format.
- Work with business units to set targets, measure performance, and evaluate results.

**Stakeholder Relations**

- Work with Destination Vancouver members and stakeholders to collect, monitor and analyze real-time data to monitor industry and market performance.
- Design and deploy industry survey programs to collect input from members, partners and stakeholders, and analysis and report on results.
- Support research partnerships with external stakeholders and collaborate with third-party vendors to execute.
- Field and fulfill information requests from Destination Vancouver members, internal Team Members as well as other stakeholders including Destination Marketing Organizations, post secondary education institutions, students, government and consultants amongst others.

**Working Conditions:**

This position is based in Destination Vancouver's newly renovated corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. The majority of the work will take place during regular operating hours, Monday to Friday. Some flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends. There may be some opportunity for working from home one day per week.

**Qualifications:**

- Minimum 3 years of experience in a similar business insights/research & analysis role.
- Understanding of market research principles, statistics, quantitative and qualitative research best practices, standards and applications.

- Demonstrated experience in gathering, synthesizing, evaluating and interpreting information from diverse sources.
- Demonstrated experience in preparing written reports and presentations.
- Demonstrated experience in computer applications and Microsoft Office. Experience with database applications and statistical software (e.g., SPSS) is an asset.
- Experience with data visualization and dashboarding tools such as Power BI and Tableau is an asset.
- Experience with digital analytics (e.g., Google Analytics, social listening tools and applications) is an asset.
- Strong research and analytical skills, attention to detail, precision and accuracy.
- Ability to draw insights and conclusions from data and research and tell stories with market and business intelligence.
- A consummate and collaborative team player who works effectively both independently and as part of a team.
- Excellent interpersonal communication skills, verbal and written.
- Ability to manage multiple projects/exceptional time management skills. Ability to work in a fast-paced environment, meeting concurrent daily, weekly and monthly deadlines.
- Demonstrates a high level of maturity, diplomacy and professionalism at all times. Proven ability to maintain discretion and management of confidential information.
- Ability to work effectively with a variety of stakeholders including the Destination Vancouver's Board of Directors, Destination Vancouver Members, Senior Leadership Team and Team Members.
- Passionate about Vancouver as an international travel destination.
- Post-secondary education in Business Administration, Economics, Statistics, Computer Science and/or related field or experience.
- Knowledge/understanding and experience in travel & tourism industry sectors, destination promotion and development, and/or related sectors as an asset.

### **How Do We Connect?:**

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused building relationships and achieving results, we invite you to apply for this exciting new position. Please send your resume and cover letter to: [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com) by **October 8, 2021**.

*Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment and we welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons.*

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