



Business Insights Specialist

Is making an impact on the direction of Vancouver important to you?

Are you passionate about the opportunity to represent the incredibly diverse, and vibrant cultural, culinary, architectural, language and arts community Vancouver has to offer?

Do you love where you live, work and play?

If so, Destination Vancouver's ***Business Insights Specialist*** role could be the right match for you. This position is ideal for a person who is excited by the latest trends and research, is curious and driven to get meaningful results. If you thrive on finding new ways to do things and share new ideas and experiences, this is the role for you. We are the organization for 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.

The ***Business Insights Specialist*** is a key position that supports Destination Vancouver to position our area as a premiere destination and contributes to the development of business plans and the successful execution and operational fulfillment of Destination Vancouver's development and promotion goals and strategies. Working with a variety of external stakeholders to collect and analyze real-time data, the role provides insights for the team and external partners to execute programs effectively.

Key Accountabilities include:

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

Who are We?

Destination Vancouver is one of the world's most dynamic Destination Organizations, delivering on a mandate for destination development and promotion that makes Vancouver a must visit global destination. It responsibly strives for a triple bottom line approach to measuring destination success through people, planet, and profit. As a private, not for profit business association, continued relevancy equals success by supporting the industry and building a competitive global destination brand.

Destination Vancouver has a fabulous product and a powerful brand. Its brand promise, Vancouver is a place that connects people and inspires them to live with passion, underpins how it communicates with potential customers, engages with stakeholders, and services its 700+ members.

What do We Offer?

We are proud to offer a competitive total rewards program including 3-weeks' vacation to start, incentive plan, extended health care, Health Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, generous paid time off, training and development opportunities, work/life balance and a flexible work schedule.

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.



The health and safety of our team is a top priority, and the expectation is that all Destination Vancouver Team Members be fully vaccinated for Covid-19.

How Do We Connect?

The ideal candidate has a minimum 3 years of experience in a similar business insights/research & analysis role and understands market research principles, statistics, quantitative and qualitative research best practices, standards and applications.

Demonstrated strengths in gathering, synthesizing, evaluating and interpreting information from diverse sources are critical as are the verbal and written communication skills necessary in preparing written reports and giving presentations. Ability to effectively utilize technical applications such as Power BI and Tableau, digital analytics as well as database and statistical software are needed capabilities.

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

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