

Digital Analyst

- ✓ Do you have an inquiring mind and enjoy drawing insights from analyzing data across multiple platforms and channels?
- ✓ Are you motivated by the opportunity to work on cutting-edge generative AI tools, enhancing your skills in this innovative field?

The Opportunity:

If so, Destination Vancouver's ***Digital Analyst*** could be the right match for you. At Destination Vancouver you will use your expertise to enhance the user experience, increase the effectiveness of digital platforms and marketing activities, and enable visitors to have their best trip to Vancouver, ultimately bringing economic benefits to members, partners, and the community.

Reporting to the Manager, Digital Experience, the ***Digital Analyst*** will focus on tracking, analyzing, and optimizing the performance of Destination Vancouver's digital platforms. This role will be critical in providing insights that drive the strategy for enhancing the visitor experience, ensuring an optimized user journey, and maximizing ROI from our digital properties. Additionally, this role will support search engine optimization efforts using SEMrush to track results and provide insights to improve performance. The opportunity to work on cutting-edge generative AI tools will be a key attraction for candidates.

Strategic Accountabilities:

- **Performance Tracking:** Implement and manage tracking mechanisms to optimize digital platform performance.
- **Insight Generation:** Analyze user behavior data to provide actionable insights and performance reports.
- **AI and Data Integration:** Develop generative AI tools and integrate the website with the customer data platform for improved engagement.
- **SEO Tracking:** Track SEO performance to maximize organic traffic and the results generated.

Key Responsibilities:

Data Tracking and Analysis:

- Implements and manages tracking mechanisms across all digital platforms, including Google Analytics 4 360.
- Develops, maintains, and updates dashboards that provide real-time insights into the performance of our website and user interactions.
- Translates complex data into clear, actionable insights for various stakeholders.

User Behavior Monitoring:

- Analyzes user behavior on digital platforms to determine the efficacy of digital experiences.
- Monitors user engagement on the website, including interactions with the live chat function and generative AI chatbot, as well as phone calls and email responses.

Insight Generation:

- Provides actionable insights and recommendations based on user behavior and engagement data to improve the visitor experience.
- Collaborates with Destination Vancouver's marketing team to enhance content effectiveness, paid media campaigns and optimize user journeys based on insights.

Search Engine Optimization (SEO):

- Oversees and executes SEO performance monitoring using SEMrush, including keyword research and on-page optimization.
- Tracks and analyzes SEO performance to identify opportunities for improvement providing content insights to the Content Team.

- Provides regular SEO performance reports and actionable insights to enhance search engine rankings and drive organic traffic.

Customer Data Platform Integration and Analysis:

- Assists in integrating Destination Vancouver's new website with the customer data platform and personalization engine.
- Analyzes engagement across orchestrated user journeys to improve the visitor experience, engagement levels, and retention.
- Identifies bottlenecks or friction points in user journeys and use data to enhance and streamline these processes.
- Utilizes data from the customer data platform to personalize website content and marketing messages based on user behavior and affinities.

Generative AI Tools:

- Supports the development and optimization of generative AI tools, including Destination Vancouver's AI Concierge to enhance visitor engagement and support.
- Analyzes interactions with AI tools to continuously improve their performance and user experience.

Data Visualization and Storytelling:

- Delivers actionable insights through creating and presenting clear and understandable data visualizations.
- Use BI tools (such as PowerBI, Looker Studio and Tableau) to create data visualizations.
- Analyzes, and story tells with data from various sources to provide insights and recommendations.

Reporting:

- Creates, maintains, and optimizes reports and interactive dashboards by pulling user behavior data from various platforms.
- Prepares detailed reports on digital platform performance, highlighting key metrics, trends, and opportunities for improvement.
- Conducts monthly reviews with the Digital Experience Manager and other stakeholders to evaluate platform effectiveness and optimize user experiences.

What are we looking for?

- This position is ideal for an individual with recent related education and a minimum of 2 years of experience in digital analytics or a similar role.
- High proficiency in Google Analytics or similar digital analytics software.
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate information with attention to detail and accuracy.
- Experience with data visualization tools (e.g., PowerBI, Tableau, Looker Studio).
- Knowledge of SEM and software (e.g. SEMRush), digital marketing channels, and content management systems (e.g. Sanity).
- Excellent communication skills, including the ability to translate complex data into clear and actionable insights for non-technical stakeholders.
- Experience working with CRMs
- Experience working with customer data platforms (e.g. Insider) preferred.
- Post-secondary education in digital marketing, digital analytics, and/or equivalent experience.

Essential strengths also include the ability to work well both independently and co-operatively and to establish, prioritize and accomplish goals and pay attention to detail. Personal characteristics are a high level of professionalism, maturity, diplomacy and judgment regarding decision-making, and a consistent commitment to individual, team and corporate excellence.



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 800+ members.

What do we offer?

This position is based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities.

We are proud to offer a competitive total rewards program including 3-weeks' vacation to start, annual incentive plan, extended health care plan, Health Spending Account, Personal Spending Account, matching RRSP program, transit reimbursement, Team Member Referral program, generous paid time off, training and opportunities for development and growth. Destination Vancouver believes in and supports work/life balance and flexible/hybrid working opportunities.

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

Starting base salary range: \$58,000 - \$66,000

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 on new technologies and getting results, we invite you to apply for this exciting position. Please send your resume and cover letter to:

careers@destinationvancouver.com

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