

Research Analyst

Do you enjoy drawing insights from research and telling stories with data?

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 **Research Analyst** role could be the right match for you. This position reports to the Manager, Research & Business Insights, and is a key role that supports Destination Vancouver's market research, analytics and business insight's function, and broader organizational planning approach that is defined as being Strategy Led, Insights Driven and Industry Partnered.

This role is ideal for an individual who is excited by the latest trends and research, with an aptitude to draw insights from and tell stories with research and data. Strong analytical skills complement advanced organizational skills and resourcefulness.

The **Research Analyst** will be responsible for conducting comprehensive research, generating insights, and producing reports that contribute to the development and implementation of effective destination development and promotion strategies led by the Destination Vancouver Team, and in collaboration with industry partners. The position collaborates with all internal business units to support timely and effective business decision-making for the ongoing development and evolution of the organization, industry partners and the destination.

Key Accountabilities:

- Research & Data Analysis
- Insightful Reporting
- Strategic Support
- Effective Collaboration & Communication

Specific responsibilities include:

- Collect and monitor economic, consumer, market and industry trends and developments to inform internal business planning and strategies.
- Conduct primary and secondary research to understand visitor behaviours and motivators, and emerging trends.
- Analyze data to identify key insights, trends, and patterns that inform decision-making and business planning processes.
- Conduct research to inform destination development initiatives, which may include advocacy, planning and policy development, capacity building, sustainability and environmental stewardship, and product and experience development.
- Assist with data modelling, forecasting and economic impact analysis.
- Examine data to test hypotheses and make recommendations.
- Work with members and stakeholders to collect, monitor and analyze real-time data to monitor industry and market performance.
- Assist in identifying opportunities and gaps in data to help prioritize internal research and data analytics projects.
- Collaborate with internal teams to provide data insights and recommendations that support the development and execution of destination development and destination promotion initiatives.
- Distill and communicate key insights across all levels of the organization in verbal, written and visual format.
- 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, education institutions, students, government and consultants amongst others.
- Stay on top industry developments, research methodologies and analytical tools to continuously improve research processes and ensure Destination Vancouver remains at the forefront of tourism research and analysis.

Who are we?

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

What do we offer?

This role is based in Destination Vancouver's corporate office with sweeping views of the North Shore mountains and proximity to transit and downtown amenities.

Destination Vancouver provides a competitive total rewards program including competitive base salary, annual recognition program, extended healthcare benefits including health spending and personal spending account, Go Green Program, matching group RRSP program, generous paid time off, training and development opportunities, a flexible/hybrid work environment, tourism industry perks and more!

Base salary range: \$49,500 to \$64,300.

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

What are we looking for?

- 5 years' 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 developing reports, dashboards and presentations.
- Demonstrated experience in computer applications and Microsoft Office. Experience with database applications, statistical software (e.g.SPSS) and AI tools 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 media tools and applications) is an asset.
- Strong research and analytical skills, attention to detail, precision and accuracy.
- Ability to draw insights from and tell stories with data and research to a non-technical business-oriented audience.
- Project management experience (supplier and/or client side) is an asset.
- Working knowledge (written and oral) of Chinese and/or Spanish language is an asset.
- A 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, Data Science, Analytics, Computer Science and/or related field or experience.
- Knowledge/understanding and experience in travel & tourism sectors, destination promotion and development, and 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, and focused on building relationships and achieving 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>