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 Destinations Vancouver's market research, analytics and business insights function, and broader organizational planning approach that is defined as being Strategy Led, Insights Driven and Industry Partnered.

The role is ideal for someone who is highly organized and detail oriented, curious, resourceful, and driven by the opportunity to develop and promote Vancouver as a destination in Canadian, US and International markets. You are excited by the latest trends and research; and have strong analytical skills and aptitude; along with the ability to work effectively both independently and as part of a dynamic team.

The **Research Analyst** will provide support to a broad range of different research and business insights programs and initiatives which provide market intelligence, consumer and business insights for Destination Vancouver's destination management and destination promotion goals and strategies along with annual business and strategic planning. The position 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.

Key Accountabilities include:

- Monitor economic, industry and business, consumer and market trends and developments to inform destination management including development and promotion, along with business and strategic planning.
- Collection, synthesis and sharing of market intelligence, research and data trends including consumer traveller trends and behaviour and destination performance indicators with internal teams and external stakeholders.
- Data analysis, modelling, and economic impact analysis.
- Support development and management of market research and data analytics programs and initiatives as needed.
- Maintenance and update of data sources and internal databases.
- Field and fulfill information requests from internal team, Destination Vancouver members as well as other external stakeholders and industry.

<u>Who Are We?</u>

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?

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.

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 relevant experience and expertise in a similar market research, data analytics and business insights 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 required in preparing reports and presentations along with organization and project management. Ability to effectively utilize technical applications such as office applications, database and statistical software, experience with Power BI and Tableau is an asset.

If this sounds like you because you have the knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on 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