

TOURISM TORONTO JOB DESCRIPTION

Tourism Business Analyst

Reporting to: Director, Partnerships

Position Summary:

The Tourism Business Analyst defines and implements Tourism Toronto's measurement strategies and provides perceptive analysis of the tourism business environment. By managing Tourism Toronto's proprietary research projects and synthesizing external sources, the analyst is the organization's central nervous system for statistical information, consumer insight, economic, industry, and demographic trends.

The analyst helps define key performance metrics to support the marketing and business objectives and provide analytics and insight on performance, brand health and marketing attribution programs. The analyst delivers consistent examination of overall consumer insights that shape planning, marketing strategies and drive the visitor economy.

The Tourism Business Analyst role resides within the Marketing department but acts daily as a resource to all business lines.

Roles and Responsibilities:

Strategy and Research

- Work with marketing team to identify objectives and advise on measurement strategies with the aim of improving efficiency in marketing programs
- Gather and synthesize relevant external and internal data to form a clear sense of the tourism business environment
- Develop and manage original research initiatives to provide visitor data and insights not otherwise available through existing third-party research products
- Undertake special research projects as needed, across all business lines, working directly with colleagues in those groups, to evaluate specific market opportunities
- Support as needed throughout the organization

Reporting and Analysis

- Support the marketing leadership by developing and managing comprehensive dashboard to measure the marketing programs, benchmarking performance across all channels and advising on KPIs
- Produce regular summary reports on key metrics, analyzing and interpreting trends and providing actionable insight based on analytics data that outline opportunities and challenges for media and partners
- Ensure staff across Tourism Toronto have access to consistent information and context about the state of the business, specific factual points and business goals
- Track brand health, consumer awareness and sentiment, and analyze consumer behaviour, conversion data and the visitor journey

- Provide in-depth performance analysis to support and evaluate effectiveness of campaign strategies and marketing programs
- Deliver core tourism data and reports

Partnerships and Industry Relations

- Deliver regular reporting, and ROI analysis to partners and members
- Act as Tourism Toronto's principal liaison as it relates to measurement and analytics, with external organizations such as the Greater Toronto Hotel Association, Conference Board of Canada, Statistics Canada, other convention and visitors bureaus and related organizations that manage tourism data including Destination Canada and Ontario Tourism Marketing Partnership, Ontario Ministry of Tourism, Culture and Sport and the City of Toronto

Skills Requirement/Qualifications:

- A Bachelor's Degree or an equivalent combination of education and experience
- Thorough knowledge of quantitative and qualitative research methods and a deep analytics background
- A comprehensive understanding of key marketing disciplines and industry brand measurement
- Advanced level of proficiency in MS Excel, PowerPoint and SPSS as well as other relevant technology tools
- Experience applying data to solve business problems
- Excellent problem-solving skills and keen eye for detail
- An entrepreneurial mind that can identify trends and opportunities early
- The ability to synthesize highly detailed and technical information and make it relevant to staff across all business lines
- Demonstrated written and verbal communications skills
- Strong interpersonal and organizational skills, with a collaborative style able to work with different teams throughout an organization
- The ability to handle a variety of activities simultaneously and to adapt to changing priorities in accordance with organizational needs
- The ability to thrive in a fast-paced environment and meet the needs of multiple stakeholders
- A passion for Toronto and sharing it with the world

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