

JOB DESCRIPTION

Data Analyst

Convention and Visitors Bureau

JOB TITLE:

REPORTS TO: Deputy Director/Director of Marketing

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION:

This position will serve as the primary point person on overall data intelligence and research needs to support business goals of the Asheville CVB, with a special emphasis on providing analysis, insights and impacts of the CVB's digital marketing initiatives. It is a highly analytical position that requires experience and expertise with web and data mining tools (including, but not limited to Google Analytics, Excel, and pivot tables), an understanding of media analytics and proven deductive reasoning skills.

Job Functions:

- Develops reports, dashboards and insights using existing research or from data mined through Google Analytics, the CVB's CRM (powered by simpleview technology), email platform and social efforts.
- Presents results from digital advertising and marketing initiatives.
- Develops visualizations of numerical data for use in presentations, reports and collateral.
- Develops and implements protocols for social media listening/monitoring.
- Analyzes and updates SEO strategy and provides cross platform roadmap for keyword usage in all marketing efforts.
- Assists in optimizations, consumer acquisition and content effectiveness and improvement through testing and targeting recommendations.
- Create and administer surveys as needed.
- Provide statistical expertise and support on primary and secondary consumer and market research and write reports.
- Proactively conduct analysis and data mining to uncover new insights.
- Stay up-to-date on algorithm changes and other updates that impact the CVB's Web site and social platforms.
- Ensures consistent URL tagging nomenclature for campaigns and marketing initiatives.
- Assists with implementation efforts of online tactics as needed (i.e. hands-on duties with Web site, social media efforts, etc.)
- Provide recommendations for new digital functionality.
- Understands organizational strategies and communicates insights from data collaboratively.

- Other duties as assigned.

EDUCATION AND EXPERIENCE:

At least three years of experience across a broad range of research categories and models, including success in delivering actionable insights derived from online metrics and data mining. A Bachelor's Degree required. Foundation in statistics, math or computer science is a plus. Research-focused approach and detail-oriented. Expertise in Google Analytics or Omniture required (see below). With appropriate credentials and analytical experience, one year would be required to become proficient in this job.

JOB KNOWLEDGE:

Additionally, the candidate must possess:

- A love of data and metrics and their use in shaping strategy that delivers results.
- Critical thinking skills and the ability to help define the questions that need to be asked.
- Expertise in measuring online campaigns and demonstrated proficiency in site analytic tools and measurement programs, particularly Google Analytics or Omniture, but also programs such as Radian6, Tube Mogul, Click Tracks, etc.
- Proficiency in Excel, pivot tables and database software such as Access.
- Experience in measuring social conversations.
- Ability to develop visual interpretations of data as well as translate data insights into meaningful information and reports.
- Familiarity with HTML, JavaScript, CSS, as well as all MS Office programs is desirable.
- Data programming experience a plus.
- Understanding of research methods and survey research analysis.
- Good written and verbal communication skills.

COMPLEXITY OF DUTIES:

Performs some routine tasks, however, work is also very project driven. Must be able to organize and prioritize a challenging workload, flexibility and speed of execution to capitalize on opportunities quickly. Computer skills and utilization of technology is required. Ability to use spreadsheets, analyze data and provide understandable reports is also a necessity.

SUPERVISION RECEIVED:

Works in the Marketing/PR area of the CVB and works in a team environment. Must have a collaborative style working with teams in order to achieve shared objectives.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the marketing department. Attention to detail is imperative. Analysis and reports will be used to help direct the bureau's multi-million dollar marketing efforts, therefore, accuracy and reliability are imperative.

CONTACT WITH OTHERS:

Ongoing contact within the online world requires professionalism and tact. Additional contacts include CVB and Chamber staff, BCTDA and its agencies of record. It is imperative that this position crosses easily between CVB departments to achieve an integrated online presence that is both expansive and, in some areas, highly targeted.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, Web statistics and other Chamber-related information, all of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration is generally focused and intense based on the work being performed. At the same time, position is subject to frequent interruptions which require varied responses. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

ENVIRONMENT:

Works in a normal office environment.