

**Asheville Area  
Chamber of Commerce**

JOB TITLE: Data Specialist

REPORTS TO: VP of Marketing

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

**PRIMARY FUNCTION:**

This position will serve as the primary point person on the Convention & Visitors Bureau's comprehensive customer/partner relationship management (CRM) database and is responsible for its accuracy, integrity and performance. This position will work directly with hospitality partners in developing their listing and contact data, enter new data and update current records, enforce data standards, generate reports, and work with the Web manager and other CVB staff to ensure proper data integration into other platforms and projects on an ongoing basis. The position uses Google Analytics and other third-party data sources to provide insight to marketing decisions. Some management of research projects is required along with interpretation and communication of the results.

Job Functions:

- Uses Google Analytics and other resources to analyze marketing strategies and provide insight.
- Oversees survey research projects.
- Compiles information from outside sources as needed.
- Serves as the in-house expert on the Asheville CVB CRM.
- Works with partners to ensure listings are populated with logo, imagery, video and social channels to maximize effectiveness and visibility for the partner.
- Oversees and initiates a process that encourages partners to develop, manage and maintain their listing data.
- Approves account and event listings as they are updated and added and proofs for accuracy and compliance to the record structure and standards.
- Provides assistance to partners by answering questions and troubleshooting listing issues.
- Performs routine data maintenance to ensure accuracy of the database.
- Conducts regular audits of website to ensure listing information and contact records are up-to-date.
- Maintains database results by setting and enforcing standards and controls.

- Holds training sessions, as needed, for internal staff or partners on CRM usage.
- Updates and maintains calendar of events, preferably, working with partners to encourage regular inputs of events at least 3 months out or more of the date.
- Pulls reports for senior management and other CVB staff as needed.
- Develops distribution lists from the CRM for mailings, enewsletters and other efforts of the CVB.
- Becomes proficient with Asheville's two main email distribution platforms: Distribion and WhatCounts.
- Assists with other research and data projects.
- Understands organizational strategies and communicates insights from data collaboratively.
- Other duties as assigned.

### **EDUCATION AND EXPERIENCE:**

Must have at least two years previous database work, or experience in CRM systems as well as proficiency in Excel. A Bachelor's Degree is required. Position requires someone who is a quick learner and able to juggle multiple projects in a fast-paced environment. Strong customer service skills are also a must. With previous experience, one year would be required to become proficient in this job.

### **JOB KNOWLEDGE:**

Additionally, the candidate must possess:

- Strong keyboarding skills
- Expert level knowledge of Windows environment; including Excel, Word, PowerPoint as well as familiarity with Access, SQL or similar database management software or CRM system.
- Aptitude w/the following:
  - Email platforms
  - Presentation tools
- Critical thinking skills and the ability to help define database parameters and standards.
- Understanding of survey methods and ability to interpret data tables.
- Excellent customer service skills.
- Strong written and verbal communication skills.
- Proficiency in Google Analytics is a plus.

### **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 as indicated above is required. Ability to use spreadsheets and work with data sets is also a necessity.

**SUPERVISION RECEIVED:**

Works in the marketing department 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.

**CONTACT WITH OTHERS:**

Ongoing contact within partners 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 respond to data needs.

**CONFIDENTIAL DATA:**

Has access to an expansive CRM database with community and consumer information, marketing and sales information, Web statistics and, in some cases, financial and other CVB and 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.