

Explore ASHEVILLE

JOB TITLE: Business Intelligence Manager
REPORTS TO: Deputy Director/Vice President of Marketing
SUPERVISES: N/A
DEPARTMENT: Marketing
FLSA STATUS: Exempt

PRIMARY FUNCTION: This position will develop, implement and manage a comprehensive visitor research information program for Explore Asheville Convention & Visitors Bureau. The position will work with Explore Asheville's President & CEO and its VP of Marketing on research projects, consumer research, analysis of marketing and sales efforts, destination insights and economic impacts and other data organization, interpretation, reports and presentations. The manager will also engage in ongoing dialogue with Explore Asheville's leadership to develop and implement new initiatives that positions Explore Asheville as a destination management resource and destination leader. It will be critical for this position to understand, evaluate and utilize data/insights from various sources (including online analytical tools) that will contribute to strategies and actionable items that will create ROI and deliver on the mission of generating overnight lodging visitation in Buncombe County.

JOB DESCRIPTION:

- Manage research projects ranging from surveys to focus groups, vendor-driven projects to in-house analysis.
- Select appropriate research methodology and techniques, applying consistently and constantly evaluating to determine if present way is most efficient and most effective.
- Interpret data, write reports, develop presentations and make actionable recommendations.
- Design, develop and manage ongoing performance reporting programs to provide accurate and timely assessments.
- Manage vendor research contracts and provide direction and oversight on structure, methodology and presentation style.
- Work closely with the marketing department on Google Analytics, Facebook insights, Sprout Social, Arrivalist and other available analytical tools and research to analyze marketing efforts and ad campaigns and generate actionable strategic insights.
- Work with the sales department on various evaluations of the outlook and opportunities for group sales, including compression impacts, seasonal and market segment opportunities and forecasting models.
- Work with the President & CEO and public affairs department to provide strategic insights for stakeholder engagement and development related communications.
- Develop dashboards as needed.
- Liaison with VisitNC on state travel research projects.
- Other duties as assigned by senior leadership.

EDUCATION & EXPERIENCE:

A minimum of a Bachelor's Degree in Marketing, Business Administration, Economics, Statistics or related research disciplines, or an acceptable combination of education, training and experience is required.

A minimum of three years' experience in business-related or market research is preferred. Strong writing, presentation, Excel and PowerPoint skills are required. In depth knowledge of primary market and consumer research approaches and tools, including survey design, focus groups, and statistical modeling techniques and research methods are necessary. In depth experience with Google Analytics is highly preferred. Experience dealing with research vendors required.

JOB KNOWLEDGE/SKILLS/ABILITIES:

- Strong analytics skills with some experience in statistical modeling and analysis
- A thoughtful, data driven and research approach to solve business problems
- Proficient in qualitative and quantitative methods
- Strong written and verbal communications skills with the ability to take complex data and statistics and articulate them in easily understood concepts
- Entrepreneurial self-starter characteristics
- Demonstrated ability to work independently as well as collaboratively with
 - cross-functional teams
- Proven experience as a strategic thinker
- Ability to work in a fast-paced, multi-task environment that faces frequent interruptions
- Capable of managing both time and priorities within an environment of multiple-deadlines
- A commitment to delivering measurable results and a proven ability to manage projects to successful completion
- Excellent organizational, project management, analytical, and technical skills
- High attention to details

CONTACT WITH OTHERS:

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

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. Should be able to set up presentation equipment and technology.

SUPERVISION RECEIVED:

Works with the President & CEO and the VP of Marketing. Additionally, works in a team environment which requires a collaborative style in some cases 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.

CONFIDENTIAL DATA:

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

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions which require varied responses. While performing the 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 customary and professional office environment with minimal daily business travel and exposure to traffic. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.