

Research Analyst

Do you enjoy drawing insights from research and telling stories with data?

Are you motivated by the opportunity to represent an incredibly diverse and vibrant destination?

Do you love where you live, work and play?

If so, Destination Vancouver's **Research Analyst** role could be the right match for you.

As one of Destination Vancouver's *Research Analysts*, you will play a key role in gathering, analyzing, and interpreting data to inform strategic decisions and initiatives designed to inform business planning, enhance visitor experiences, and increase Vancouver's destination competitiveness.

Reporting to the Manager, Research & Business Insights and working closely with the Research team, the Research Analyst will be responsible for conducting comprehensive research, data analysis, generating insights, and producing reports that contribute to the development and implementation of effective destination development and promotion strategies led by the Destination Vancouver team, and in collaboration with industry partners.

In collaboration with internal business units, the Research Analyst will support timely and effective business decision-making for the ongoing development and evolution of the organization, industry partners and the destination.

This role is ideal for an individual who is motivated by the latest trends and research, with an aptitude to draw insights from and tell stories with research and data. Strong analytical skills complement advanced organizational skills and resourcefulness.

Key Accountabilities:

- Research & Data Analysis
- Insightful Reporting
- Strategic Support
- Effective Collaboration & Communication

Specific Responsibilities:

- Collect and monitor economic, consumer, market and industry trends and developments to inform internal business planning and strategies.
- Conduct primary and secondary research to understand visitor behaviours, motivators, and emerging trends.
- Analyze data to identify key insights, trends, and patterns that inform decision-making and business planning processes.
- Conduct research to inform destination development initiatives, which may include advocacy, planning and policy development, capacity building, sustainability and environmental stewardship, and product and experience development.
- Assist with data modelling, forecasting and economic impact analysis.
- Examine data to test hypotheses and make recommendations.
- Work with Destination Vancouver members and stakeholders to collect, monitor and analyze real-time data to monitor tourism industry and market performance.
- Assist in identifying opportunities and gaps in data to help prioritize internal research and data analytics projects.
- Data cleaning, extraction, transformation and loading.



- Collaborate with internal teams to provide data insights and recommendations that support the development and execution of destination development and destination promotion initiatives.
- Distill and communicate key insights across all levels of the organization in verbal, written and visual formats.
- Design and deploy industry survey programs to collect input from members, partners and stakeholders, analysis and reporting of results.
- Support research partnerships with external stakeholders and collaborate with third-party vendors to execute.
- Field and fulfill information requests from Destination Vancouver members, internal Team Members as well as other stakeholders including Destination Marketing Organizations, education institutions, students, government and consultants.
- Stay current with industry developments, research methodologies and analytical tools to continuously improve research processes and ensure Destination Vancouver remains at the forefront of tourism research and analysis.
- Provide support for other research and data analytics initiatives as required.

Who are we?

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 600+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

What do we offer?

This role is based in Destination Vancouver's corporate offices with sweeping views of the North Shore mountains and proximity to transit and downtown amenities.

Expected starting salary range: \$55,000 to \$62,000.

We are proud to offer a competitive Total Rewards package including:

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| ▪ 3 weeks' vacation (15 days) | ▪ Group RRSP matching program |
| ▪ Additional paid Wellness days | ▪ Transit reimbursement |
| ▪ Annual incentive/recognition program | ▪ Team Member Referral program |
| ▪ Extended health care benefits | ▪ Training and development opportunities |
| ▪ Health spending account and Personal (Wellness) spending account | ▪ Flexible work environment. |
| | ▪ Tourism industry perks |

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.

What are we looking for?

- Relevant experience in a similar business insights/research & analytics role.
- Post-secondary education in Business Administration, Economics, Statistics, Data Science, Analytics, Computer Science and/or related field or experience.
- Understanding of market research principles, statistics, quantitative and qualitative research best practices, standards and applications.
- Demonstrated experience in developing reports, dashboards and presentations as well as gathering, synthesizing, evaluating and interpreting information from diverse sources.
- Experience in computer applications and Microsoft Office, database applications, data management solutions, statistical software and AI tools in addition to data visualization and dashboarding tools.
- Experience with digital analytics (e.g., Google Analytics, social media tools and applications) is an asset.
- Strong research and analytical skills, attention to detail, precision and accuracy.
- Ability to draw insights from and tell stories with data and research to a non-technical business-oriented audience.
- Project management experience (supplier and/or client side) is an asset.
- A collaborative team player who works effectively both independently and as part of a team.
- Excellent interpersonal communication skills, verbal and written.
- Ability to work in a fast-paced environment, manage multiple projects/exceptional time management skills.
- Demonstrates a high level of maturity, diplomacy and professionalism at all times. Proven ability to maintain discretion and management of confidential information.
- Ability to work effectively with a variety of stakeholders.
- Passionate about Vancouver as an international travel destination.

How do we connect?

If this sounds like you because you have the background, ambition and are focused on building relationships and achieving results, we invite you to apply for this exciting position. Please send your resume and cover letter to: careers@destinationvancouver.com

For more information, please visit <http://destinationvancouver.com>