



## DESTINATION DC

### Job Description

<b>Job Title:</b>	Analyst & Reporting Manager
<b>Reports To:</b>	Senior Manager, Sales Operations & Data
<b>FLSA Status:</b>	Full-time/Non-Exempt
<b>Incentive:</b>	Annual

*DESTINATION DC, There is Only One DC--There is Only One You.*

### Department Summary

The Convention Sales & Services team at Destination DC promotes and sells Washington, DC a premier destination for meetings and events of all sizes. Our mission is to drive economic and social impact through meetings and conventions that contribute to both room night generation as well as positive impact on the residents and businesses in the District of Columbia. The Data Division is responsible for how we show and speak about the value and impact of meetings by providing research, reports, analysis, recommendations and guidelines to influence and support sales and services policies, booking practices, group decisions and stakeholder needs.

### Position Summary

As our **Analyst & Reporting Manager**, you won't just run reports, you will be the architect of the insights that drive Washington, DC's convention success. You will play a pivotal role in supporting Destination DC's sales efforts by transforming complex meetings data into clear, compelling stories that influence strategy and showcase the economic heartbeat of the city.

This is the ideal position for you if you love data and insights, and thrive with the support of a collaborative, hands-on team focused on the optimization of databases and sales processes.

In this high-impact role, you will:

- **Drive the Data Narrative:** You will build, produce, and maintain the dashboards and reports that help our leadership team make informed, high-stakes decisions.
- **Innovate with Tech:** You'll leverage CRM systems and pioneer the use of emerging technologies—including new reporting software and AI tools—to optimize sales performance and streamline workflows.
- **Power the Committee:** Every two months, you will lead the production of our Convention Committee meetings. While you aren't behind the microphone, you will be the engine behind the

scenes—creating high-impact data visualizations and providing the insight and talking points our internal teams need to execute a flawless meeting.

- **Communicate the Value of Meetings & Conventions:** You'll transform raw data into actionable insights that help us serve our diverse member community and effectively communicate the vital economic impact of tourism on the District.

## **Your Essential Duties and Responsibilities (including the following, but are not limited to):**

### **1. Reporting Development, Production & Visualization**

- Create, maintain, and enhance existing CRM reports to track team production and performance, target business efforts and support sales efforts.
- Support evolving business needs with the development of new reports and framework.
- Management of ad hoc, weekly, monthly and quarterly reporting suites with distribution to internal and external stakeholders and members.
- Explore and implement innovative data solutions, automation, and AI use cases to streamline workflows and enhance sales intelligence.

### **2. Reporting & Data Interpretation**

- Interpret and analyze production and market data to identify trends, takeaways and opportunities related to convention sales performance.
- Translate complex data into clear, actionable insights for sales leadership, stakeholders, and partners.

### **3. Stakeholder Presentations & Executive Communications**

- Serve as primary data resource and producer for sales presentations
- Develop clear, compelling presentation decks for key internal and external stakeholder meetings to showcase sales efforts, successes and market challenges.
- Translate data, reports, and analysis into visually engaging, easy-to-understand narratives/talking points.
- Partner with Convention Sales leadership to support strategic discussions with data-backed insights and recommendations.
- Manage timelines and version control for recurring and ad hoc stakeholder presentations.
- Manage expectations from the Marketing & Communications department related to media needs and expectations.

### **4. CRM Management & Data Integrity**

- Support the effective use of Destination DC's CRM system (Simpleview/Granicus) and Symphony.
- Adaptability to work with new platforms as they become available.
- Ensure data accuracy, consistency, and usability across all reports through data auditing and new report testing.
- Partner with sales team members to ensure accurate data entry, system adoption, and best practices.
- Work in partnership with Data Division and IT to assist in CRM enhancements, testing, and training related to reporting and analytics functionality.

### **5. Project Management & Cross-Functional Support**

- Manage reporting projects from concept through delivery, including timelines, requirements gathering, and stakeholder coordination.
- Collaborate with internal teams such as IT, Marketing, and Partnerships & Alliances on CSS team deliverables

## **What Do You Bring: Experience, Competencies & Skills:**

You are a strategic data storyteller who transforms complex numbers into compelling narratives for stakeholders. As an advanced expert in Excel and PowerPoint, you ensure every report serves as a "single source of truth" for leadership and stakeholders. A natural collaborator, you thrive on supporting cross-departmental success and are constantly seeking to innovate whether through CRM optimization, automating workflows, or leveraging new AI tools to drive continuous improvement and reporting evolution.

### **Required**

- Minimum 3 years' experience in data analysis, sales operations, or a similar analytical role.
- Advanced proficiency in Microsoft Excel and PowerPoint, with a proven ability to build complex reports and translate data into polished, executive-ready presentations.
- Hands-on experience with CRM systems (e.g., Salesforce, Simpleview) and modern data visualization tools.
- Strong project management skills, with a track record of balancing multiple priorities and meeting tight deadlines.
- Exceptional communication skills, specifically the ability to explain technical data findings to non-technical teammates.
- Self-motivated and collaborative, comfortable working both independently and as part of a cross-functional team.

### **Preferred**

- Bachelor's degree in business, data analytics, economics, marketing, information systems, or a related field.
- Prior experience within destination marketing (DMO), hospitality, tourism, or convention sales is highly preferred.
- Familiarity with AI tools, automation, or predictive analytics as applied to business and sales workflows.
- Strong understanding of data governance, quality standards, and reporting best practices to ensure "one source of truth."

## **Accountabilities & Measures**

Periodic performance evaluations gauging qualitative performance against identified goals.

## **AMERICANS WITH DISABILITIES SPECIFICATIONS**

### **Physical Demands**

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, feel objects, tools, or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

### **Work Environment**

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing most of the duties of this job, the employee may not be exposed to weather condition. The noise level in the work environment is usually moderate.

**To Apply:** Submit cover letter, resume to <https://www.washington.org/careers>

## **DESTINATION DC IS AN EQUAL OPPORTUNITY EMPLOYER**

We welcome all to apply and are committed to retaining, hiring, developing, and promoting diverse talent. We recognize and celebrate cultural differences within our organization by establishing opportunities for education and allyship. Please reach out to us if you need accommodations with an application.

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### ***About Destination DC***

*Destination DC, the lead destination marketing organization for the nation's capital, is a private, non-profit membership organization of nearly 1,000 businesses committed to marketing the area as a premier global convention, tourism, and special events destination with a special emphasis on the arts, cultural and historic communities. [www.washington.org](http://www.washington.org)*