



Position Title: Business Intelligence Analyst
Position Reports To: Marketing & Research Director
Department: Marketing
Classification: Exempt
Date: February 2014

The Anaheim/Orange County Visitor & Convention Bureau is currently looking for a full time **Business Intelligence Analyst** to join our team in Anaheim, CA.

Under the direction of the Marketing & Research Director, this position is responsible for preparing sales reports, analyzing market trends and producing business intelligence to maximize market penetration and increase room night production for Anaheim/Orange County. Must be familiar with standard concepts, practices and procedures within hotel, DMO and meetings industry. Ability to establish relationships with research companies and peers at key DMOs to acquire business intelligence to support ongoing strategies and effectively collaborate and share business trends with partners to achieve optimal alignment of strategies. Assists in the development of sales quotas and forecasts for the sales team and recommends changes to current sales techniques, procedures or promotional efforts based on market research and new trends to leadership.

I. Primary Duties and Responsibilities

Under the leadership of the marketing and research director, responsibilities will include but will not be limited to:

Essential Functions:

Working with the marketing and research director, innovate this position as *the* go-to team for all research/data-oriented functions. Work with team leaders to develop a business intelligence functionality that will support the Bureau's vision of being the DMO of the future. The below duties and responsibilities focus primarily on sales support, but the position will also focus on providing similar productivity and key performance indicators ("KPI"s) for marketing, partnership and other teams.

1. Perform as a team leader to extract and interpret primary research data (i.e. quantitative data) to translate into insights (reports) and recommendations that will increase productivity and track key performance indicators critical to understanding the business.
2. Regularly initiate, implement and evaluate convention guideline strategy (booking guidelines, pricing and optimization).

3. Review and audit sales activities based on current guidelines and produce sales incentive reports. Make recommendations to management to improve performance and efficiency of reporting.
4. Collaborate with community leaders in research and revenue management to identify trends in local and national market places.
5. Develop guidelines to audit sales database for duplication of records, accuracy of information and perform ongoing analysis/audit of data to increase account penetration.
6. Perform annual competitive studies on key CVBs and convention centers.
7. Provide targeted and timely communication of results, achievements and challenges to management and partners.
8. Ability to present sales results in a one-on-one sales environment as well as a large group presentation environment.
9. Identify opportunities for outward-facing interaction with peers at other DMOs and industry groups. Use found intelligence for the betterment of the Bureau's objectives.
10. Review and report out marketing activities based on standard auditing practices. Work with marketing management to strategically plan future marketing initiatives that are based on strong analytical research and findings.
11. Suggest and implement improvements for data analysis requirements.
12. Communicate with appropriate diplomacy and sensitivity to internal and external customers/partners.
13. Frequently perform math and calculation functions.
14. Constantly perform problem solving, formulations, reading, proofreading, reasoning, and analyzing functions.

II. **Background**

Preferred:

1. Prior customer relations training.
2. Previous hospitality skills required, hotel background preferred.
3. File Maker Pro database experience, Mac experience.

III. Specifications

A. Education

Required: 4 year college degree. Concentration in Marketing, Business, or Communications preferred.

B. Experience

Required: Minimum of 3 years hospitality industry experience, research, analyst, business intelligence experience

C. Abilities

Required: Excellent verbal and written communication skills, effective presentation skills, a self-starter motivated by goals, and the ability to perform multiple tasks.

Required: Computer knowledge of Macintosh systems, software knowledge of File Maker Pro, Excel, Microsoft Office, E-Mail.

The physical demands 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.

Work week will regularly exceed 37 ½ hours and not be limited to traditional work days Monday- Friday. Occasional evenings and weekends are required.

The work environment characteristics described here are representative of those an employee encounters while perform essential functions of this job. The work environment is a professional business office.

Please submit all resumes to Debbie Taylor – dtaylor@anaheimoc.org

Subject Line to read: Business Intelligence Analyst