

## JOB DESCRIPTION

<b>TITLE:</b>	Lead, Business Intelligence & Marketing Analytics	<b>REPORTING TO:</b>	Director, Marketing
<b>STATUS:</b>	Full-time	<b>LAST UPDATED:</b>	February 2026
<b>REVIEWED BY:</b>	Neha Dewan	<b>APPROVED BY:</b>	Nancy Small, CEO

### POSITION SUMMARY

The Lead, Business Intelligence & Marketing Analytics is a senior, hands-on individual contributor role responsible for owning, operating, and continuously improving Tourism Richmond’s digital analytics, reporting, research synthesis, and marketing data infrastructure.

This role combines execution (approximately 80%) with practical, implementation-focused data and technology leadership (approximately 20%), ensuring strong in-house ownership of analytics, reporting, and business intelligence while working in partnership with Marketing and external agencies and consultants for specialized development, advanced analysis, and one-time initiatives.

The position serves as the internal subject-matter expert for digital analytics, performance measurement, research interpretation, and data-driven insights across the organization, with a focus on applied, decision-support analytics rather than enterprise strategy ownership. While external partners support SEO, paid media, web development, and advanced research, this role ensures data is correctly implemented, governed, interpreted, and reported in a consistent, accurate, and decision-useful manner. This position has no direct reports initially and works closely with internal teams, agencies, vendors, and consultants across marketing, destination development, corporate reporting, and business events.

### RESPONSIBILITIES

#### Digital Analytics, Tracking & Reporting

- Own and maintain Tourism Richmond’s digital analytics ecosystem, including website analytics, CRM and email platforms, paid media platforms, and digital experiences.
- Act as the internal authority on tracking and measurement standards, including UTMs, tagging governance, and conversion tracking.
- Ensure accurate event, goal, and funnel tracking across digital platforms.
- Conduct ongoing quality assurance of agency-led tracking and analytics implementations.
- Serve as the internal analytics subject-matter expert when working with SEO, media, and digital agencies.
- Ensure reporting is accurate, consistent, and aligned with agreed performance metrics and definitions.
- Design, build, maintain, and automate dashboards and reporting tools (e.g., Looker Studio, Power BI, or similar).
- Deliver campaign, channel, and owned-channel performance reporting.
- Prepare executive, Board, and stakeholder-ready reports and summaries.

### **Insights & Research Synthesis**

- Analyze and synthesize insights from internal and external research sources, including digital analytics, CRM data, and third-party research vendors.
- Translate data into clear insights, trends, and implications to support decision-making.
- Support marketing optimization and performance improvement through insight-based recommendations.
- Provide data and insights to support destination development and planning initiatives.
- Support survey design, administration, and reporting where appropriate.
- Provide clean, reliable data inputs for large narrative initiatives such as economic impact and value-of-tourism studies.
- Maintain continuity of data, reporting, and insight following consultant-led research projects.

### **Departmental & Stakeholder Support**

#### Industry & Destination Development

- Provide visitation, sentiment, and trend insights to support destination planning and industry engagement.
- Prepare data and insights in formats suitable for sharing with external stakeholders.

#### Events & Business Events

- Support post-event performance and outcomes reporting.
- Deliver reporting related to business events activity, including CRM pipeline reporting.
- Analyze website and form performance related to business development activity.
- Support email campaign reporting related to business events communications.

#### Corporate & Executive Reporting

- Own and deliver recurring corporate data products, including STR / CoStar reports.
- Prepare corporate scorecards and Board-level reporting.
- Monitor, analyze, and synthesize trends across multiple datasets.
- Develop Tourism Richmond's AI-Assisted Reporting and Analytics infrastructure in partnership with Marketing and external experts, where appropriate

### **Marketing Platforms, Administration & Agency Liaison**

- Act as internal owner and advanced administrator for digital platforms, including CRM, email marketing platforms, and website-related systems.
- Perform basic platform configuration and administration in-house where appropriate.
- Coordinate with agencies and vendors on development work, advanced troubleshooting, and platform enhancements, providing internal technical oversight and translating business and measurement needs into clear requirements. Ensure digital platforms are stable, well-governed, and aligned with organizational needs.
- Maintain clear ownership boundaries by excluding day-to-day content operations and development work.

### **Data Infrastructure, Governance & Privacy**

- Support the evolution and maintenance of Tourism Richmond's data and analytics infrastructure through practical, scalable, and maintainable solutions.
- Support reporting architecture, platform integrations, and analytics documentation standards.
- Maintain analytics documentation, governance standards, and institutional knowledge.
- Support data governance and privacy compliance requirements, including website consent and cookie management.
- Support compliance with relevant privacy legislation (e.g., PIPEDA, FOIP, CASL, GDPR considerations).

- Partner with consultants on advanced initiatives, providing internal oversight and validation to ensure solutions align with business needs and can be maintained in-house where required.

#### **Budget Ownership & Vendor Management**

- Manage analytics and business intelligence related budgets.
- Track budget versus spend and report on financial performance.
- Support business cases for new tools, platforms, and consulting support.
- Evaluate and recommend analytics, marketing technology, and data platforms in partnership with Marketing and external vendors.
- Support vendor selection, implementation planning, and ongoing optimization.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

- Strong hands-on experience with digital analytics, tracking, and measurement frameworks.
- Demonstrated ability to build, automate, and maintain dashboards and performance reporting.
- Strong ability to synthesize insights across digital, research, and operational data sources.
- Comfortable operating as a senior individual contributor with manager-level accountability.
- Confident working with agencies and consultants as an informed internal subject-matter expert.
- Strong communication skills, with the ability to translate technical insights for non-technical audiences.
- Highly organized, pragmatic, and comfortable working across multiple departments and priorities.

#### **QUALIFICATIONS**

- Post-secondary education in Marketing, Business, Analytics, Computer Science, or equivalent experience.
- 4–7+ years of experience in digital analytics, marketing analytics, or performance reporting.
- Strong experience with the Google analytics ecosystem; hands-on experience with Google Cloud Platform (GCP) is required.
- Experience supporting executive-level or Board-level reporting is an asset.
- Experience working with agencies and vendors in a governance or oversight capacity is strongly preferred.

#### **CORE COMPETENCIES**

- **Action-oriented** - Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- **Collaborates** - Building partnerships and working collaboratively with others to meet shared objectives.
- **Ensure accountability** - Holding self and others accountable to meet commitments.
- **Plans and aligns** - Planning and prioritizing work to meet commitments aligned with organizational goals.

*The responsibilities and competencies provided in the job description allow for the development of goals and objectives, performance standards, or work plans that will be assessed in the evaluation of this position. This job description may change at the discretion of Tourism Richmond.*