



Research & Insights Manager – Maternity Leave Position

Tourism Squamish has an exciting opportunity for an experienced Research & Insights Manager to join the team, covering a 13-month maternity leave contract.

Working closely with the Executive Director, the Research & Insights Manager is responsible for developing, implementing, and managing Tourism Squamish's research initiatives to support effective, timely, and evidence-based decision making that aids in promoting Squamish as a destination of choice.

The Research & Insights Manager is the organization's source for data, statistical information, market research, consumer insights, economic, industry and demographic trends to support Tourism Squamish's marketing, destination development, governance, and visitor experience efforts.

The ideal person is methodical, logical and can work autonomously, while also working daily as part of a team.

This is a full-time, contract, parental leave position from January 2021 – February 2022 based in Squamish B.C.

Job Responsibilities:

Reporting & Analysis

- Oversee data collection, analysis, and reporting of key performance indicators to produce monthly and seasonal reports, specifically for the accommodation sector, value of tourism estimates and Municipal and Regional District Tax (MRDT) monitoring.
- Provide in-depth performance analysis to support and evaluate effectiveness of campaign strategies and marketing programs.
- Update, retrieve, analyze, and interpret raw data from spreadsheets, databases, and market research subscriptions (e.g., AirDNA and Destination Think's Tourism Sentiment Index).
- Identify patterns, gaps and opportunities arising from the analysis of tourism research.
- Derive insights through data collected via qualitative and quantitative research and produce reports, dashboards, whitepapers, infographics, talking points, etc. that effectively summarize, interpret, and visualize the research findings.

Strategy & Research

- Work collaboratively with the Executive Director and Tourism Squamish team to lead research initiatives including project management, design, and implementation.
- Contribute to the strategic direction of the organization, assisting the Executive Director with strategic business planning and budgeting.

TOURISM SQUAMISH

HARDWIRED *for* ADVENTURE

- Develop and manage research projects to provide market research and visitor data not otherwise available through existing third-party research products/sources.
- Remain informed on market trends, third party research and best practices.
- Assist with other ad-hoc projects/tasks as assigned by the Executive Director as required.

Surveying

- Oversee Tourism Squamish's visitor surveying program including hiring, training, and supervising seasonal and contractual teams who conduct face-to-face, intercept surveys throughout Squamish.
- Plan and design surveys, identifying survey objectives and outcomes.
- Monitor survey data collection ensuring best practices are adhered to e.g., random sampling, response rates.
- Clean and analyze data collected from surveys and create summaries, reports, and visitor profiles.

Partnerships and Industry Relations

- Produce and deliver regular reporting and analysis internally, to Tourism Squamish's board and members, and external stakeholders.
- Act as Tourism Squamish's key contact in relation to data and analytics with external organizations such as the District of Squamish, Squamish Chamber of Commerce, Destination BC etc. and present market research findings, insights, and market updates for stakeholders.
- Foster cooperative relationships, partnerships, and research projects with relevant tourism industry stakeholders.

Education and Experience Requirements:

- Bachelor's degree in Business, Tourism, Market Research or Statistics or equivalent combination of education and experience.
- Demonstrated experience in analysis, interpretation, and reporting of statistical data.
- A high level of knowledge of survey research methodologies, data analysis, and reporting, with the ability to prepare and present clear and concise analytical reports and presentations to various stakeholder groups.
- Familiar with the collection and analysis of a variety of quantitative and qualitative data from primary and secondary sources including surveys, open text feedback, raw data and analysis via Excel and online software (SurveyGizmo, data visualization tools).
- Ability to maintain a high attention to detail and accuracy while adhering to set timelines.



- Experience managing a team, comfortable with delegating responsibility and holding others accountable.
- Experience developing and maintaining relationships with community and tourism stakeholders by presenting key research findings through small groups, one-on-one meetings, and presentations.
- Solid understanding of the tourism industry and a love of Squamish.

About Tourism Squamish

Tourism Squamish is a non-profit, member-based, community-destination marketing organization (DMO). Tourism Squamish's vision is to become the premier mountain town in British Columbia known for experiences from Sea to Sky that highlight our rich natural surroundings and enhance our local lifestyle. Our mission is to work collaboratively with partners in attracting visitors to Squamish throughout the year; foster and support remarkable visitor experiences that celebrate and preserve our natural and cultural history and secure broad benefits to our residents and provide industry leadership and create awareness within our community of the value of tourism. Tourism Squamish operates the Visitor Centre from the Squamish Adventure Centre in addition to offering mobile visitor servicing throughout the summer months.

How to Apply

This is a full time 13-month maternity leave position based in Squamish, BC. Salary range is between \$50,000 - \$57,000 based on experience.

Please submit a PDF cover letter that details your skills, experience, and qualifications relevant to the position and a current resume to lesley@tourismsquamish.com.

Closing date: December 31, 2020.