

REPORTS TO: PRESIDENT & CEO
DEPARTMENT: FINANCE, ANALYTICS & OPERATIONS

GENERAL DESCRIPTION

The Director of Analytics position shall be responsible for managing and developing a strategy to use data and information to show CT&T and tourism's value throughout the Cobb community.

SPECIFIC DUTIES

- Analyze and create data to support CT&T partnership and business functions.
- Oversee CT&T research projects.
- Manage CT&T Strategic Plan processes.
- Plan and coordinate annual Forecast event content.
- Manage Destinations International's Impact Calculator.
- Analyze industry reports and disseminate relevant information.
- Coordinate CT&T's visitor profile research with Explore Georgia.
- Manage CT&T's partnership with KSU's School of Hospitality with a focus on research support.
- Manage annual economic impact and fiscal impact processes for tourism in Cobb.
- Develop and implement Customer Relationship Management (CRM) tracking and measuring in line with Destinations International standards.
- Create charts, graphs and presentations using Microsoft suite platforms as requested.
- Create and track community outreach and ROI.
- Manage data and metrics within CRM, ensuring that CT&T is using this tool to its maximum capacity.
- Develop strategies for partner development, marketing and sponsorship programs and opportunities in collaboration with Marketing & Sales departments.
- Collaborate with tourism industry and stakeholders to enhance understanding of CT&T's value and role in making Cobb a visitor destination.
- Identify and cultivate engaging relationships with industry partners and community stakeholders.
- Represent CT&T at community and hospitality events through attendance, participation and public speaking opportunities.
- Provide CT&T partners with up-to-date information about projects and news vital to their success and the success of the tourism industry in collaboration with the Marketing & Sales department.
- Work with economic development partners to foster collaborative opportunities.

OTHER TASKS

- Develop department's yearly budget, and work with other staff in related areas.
- Promote the economic impact and activities of CT&T.
- Provide support to achieving CT&T goals and strategic plan.
- Such other duties, functions, special projects and responsibilities as assigned by the President and CEO.

MINIMUM QUALIFICATIONS

- Bachelor's degree required with five to seven years' experience in the tourism industry.
- Demonstrated knowledge of the tourism industry, its vocabulary, and its unique set of sales and marketing needs.
- Experience with analyzing and communicating data and research is preferred.

- Strong partner relations experience and success in building relationships with business.
- Ability to manage and track many details and follow quality control best practices.
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being able to work independently and perform responsibilities with minimal supervision.
- Ability to work and make decisions proactively, take initiative, prioritize, plan ahead, and meet deadlines.
- Strong skillset in MS Office programs. CRM and database management experience is preferred.
- Ability to deliver exceptional customer service with a positive attitude.
- Problem solver.
- Excellent communication skills, written and oral.
- Highly collaborative.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of the Chief Executive Officer will be utilized. Review and modification to this position will be at the sole discretion of the President & CEO.

TO APPLY: Please send your resume to Laura Horn at operations@travelcobb.org by November 8 to be considered for this position.