

JOB DESCRIPTION

TITLE:	Data Analyst, Digital Insights	REPORTING TO:	Manager, Digital Insights & Intelligence
STATUS:	Permanent/Full-time	LAST UPDATED:	November 12, 2025
REVIEWED BY:	Neha Dewan, Director, Marketing	APPROVED BY:	Nancy Small, CEO

POSITION SUMMARY

The Data Analyst, Digital Insights supports the organization's analytics, business insights, and market research functions within the Marketing Department. Reporting to the Manager, Digital Insights & Intelligence, this role helps to inform strategic decision-making and organizational planning by working closely with internal stakeholders and occasionally with external partners on data analysis, research, and database management projects.

RESPONSIBILITIES

- Support reporting from Tourism Richmond's digital marketing platforms such as Google Marketing Platform (Google Analytics, Google Ads, DV360, etc.), Meta Business Suite, and MailChimp, including maintaining accurate tracking through tools such as Google Tag Manager, pixels, and UTM parameters.
- Assist with data collection, analysis, and dashboard development (e.g., Power BI or Looker Studio) for campaign, website, and executive reporting, ensuring automation and consistency across data sources.
- Collaborate with marketing, web, and agency partners to ensure analytics tagging, campaign tracking, and audience data integrations function properly across systems.
- Monitor economic, industry and business, consumer, competitors, and market trends and developments to inform destination management, development and promotion, and strategic planning.
- Support website analytics and SEO performance reporting to inform content optimization and marketing effectiveness.
- Support Tourism Richmond's CRM and email strategy, including recommending best practices for database management and assisting with email campaign management.
- Provide general WordPress, MailChimp, and CRM administration support.
- Stay up to date with emerging technologies and identify innovation opportunities concerning the processes, tools, and metrics used by Tourism Richmond.
- Perform other duties and tasks as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of PowerBI and SQL is strongly preferred.
- Ability to learn new technology quickly.
- Proficient in working with data analytic/reporting tools such as Google Workspace, Google Tag Manager, UTM tracking, pixel implementation, and MS Office suite (Excel, Word, PowerPoint).
- Knowledge of and passion for the tourism industry is a definite asset.
- Forward-thinking, proactive, resourceful, and a positive, helpful attitude.

- Strong communication and presentation skills, with the ability to put together reports and present insights and findings.

EDUCATION AND EXPERIENCE

- Post-secondary education in Business Administration, Business Analytics, Marketing, Computer Science, or equivalent training/experience.
- 2+ years of data analysis experience in marketing data analysis, digital analytics, and/or performance reporting.
- Experience with Google Analytics, Google Ads, and Google Looker Studio is preferred.
- Experience with WordPress and MailChimp is 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.