

Do you have a passion for the growth of Tourism in Bermuda?

The Bermuda Tourism Authority (BTA) has an exciting opportunity for an experienced **Business Analyst / CRM Specialist**.

Based in Bermuda and reporting to the Director of Research & Business Intelligence with a dotted line to the CSMO, the successful candidate will be responsible for the administration of multiple maintenance functions of the web-based CRM (Customer Relationship Management) and CMS (Content Management) systems with a primary goal of ensuring data integrity and ensuring the quality and consistency of data used to drive Bermuda sales and marketing efforts.

Duties and responsibilities are varied and include:

- Serving as the in-house CRM specialist and managing the quality and consistency of data; training users, generating reports and inputting data to support organization initiatives
- Spearheading a cross-functional BTA CRM task force to work across all departments and help them maintain timely, accurate and uniform documentation of all records in the CRM system
- Managing the relationship with CRM company (Simpleview) and continuously updating and maintaining stakeholder records within the CRM system
- Acting as the on-island liaison between BTA and tourism partners who access the CRM via the Partner Portal; hosting regular training for area partners to educate them and answer questions on CRM, so they can effectively utilize the Partner Portal and increase BTA workflow and response time
- Providing timely insights and analytical support to different internal business stakeholders (including sales, marketing and other departments) to support effective business decision-making
- Assisting with objectively evaluating potential event business opportunities for its ability to benefit Bermuda in terms of direct spending, hotel room nights, exposure for Bermuda and the prospect of leading to future business
- Assisting with administrative duties related to research & business intelligence
- Advocating on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicles
- Having a keen understanding of the BTA mission, vision, goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- A complete commitment to the goals and mission of BTA and represent the BTA professionally at company and client sponsored events
- Establishing and maintain productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

Requirements for this opportunity are:

- A Bachelor's Degree in an analytical field (math, economics, engineering, statistics, etc)
- 2-4 years of experience in an analytical role (ideal backgrounds include: a similar business analyst role in hospitality, marketing agency, web company, data-based consulting role, or other data strategy type positions)
- Excellent problem-solving and analytical skills with the ability to work with large datasets and summarize findings in a clear format
- The ability to combine creative and pragmatic use of insight and data with attention to detail
- Strong mathematical skills to analyze reports including conversion rates, business won and lost and return on investment formulas
- Proven experience successfully managing multiple projects in a fast-paced environment
- Working knowledge of Microsoft Office products, including PowerPoint, Excel, Word and an ability to quickly learn industry related windows software
- Experience with statistical packages such as SAS, SPSS, etc. a plus as well as Simpleview or other CRM system management experience
- Experience troubleshooting both hardware and software issues
- Demonstrated ability to convey a sense of urgency, openness to new ideas and the ability to operate in a culture of inclusion & diversity, integrity, customer focus, and respect

Interested?

Please forward a cover letter and resume no later than **February 9th 2018** to:

Performance Solutions Limited
Ref: Bermuda Tourism Authority
Suite 350, 48 Par la Ville Road, Hamilton HM 11
Email: hr@psolutions.bm. Phone: 441-232-5270