

Butterfield &Robinson

Job Posting

Position:	Business Information Manager
Reporting to:	Marketing Director
Location:	Toronto, Ontario CANADA
Term:	Full-Time
Compensation:	TBD & based on experience

Job Description:

The **Business Information Manager** will build and maintain reporting infrastructure to analyze all aspects of our business, with a particular focus on marketing and sales effectiveness. The **Business Information Manager** will also take responsibility for ongoing internal data hygiene, and for working with external data providers as required. This position sits at the intersection of business operations, including marketing and sales, and data warehousing and analysis.

The day to day responsibilities include:

- Maintenance and hygiene of business operational data
 - includes data warehouse of customer data, including contact information, purchase and contact history, and related information
 - includes internal direct mail, email and other marketing lists, including NCOA, third party append, and similar activities
 - includes operational data relating to trip and departure volumes and trends
- Creation and maintenance of regular business analytics reports
 - Includes marketing campaign and sales performance reports, covering all channels both online and offline
 - Includes regular operating and key metrics reports
 - Includes ad hoc reporting from data warehouse
- Sourcing and handling of external direct mail, email and other marketing lists from third parties and marketing partners
- Technical ownership of data warehouse from current implementation through future upgrades, including oversight of required third party development resources
- Technical ownership of integration of business information systems and data warehouse with operational systems such as Travel Studio, CRM, website databases, and Exact Target.

Ongoing, this role will be heavily involved in the business planning process.

Requirements:

Education

- Post-secondary degree or equivalent

Skills

- Ability to extract, analyze and model business data to:
 - Find and explain actionable cause & effect relationships
 - Run multiple scenarios to test the relative sensitivity of key business and marketing drivers
 - Monitor trends in business and marketing performance

- Ability to support and present analysis through the development of reporting systems:
 - Create detailed and flexible reporting systems
 - Develop and enhance reporting systems
- Ability to translate, communicate and present complex data effectively between various groups in the company.
- Strong planning and organization skills
- Working knowledge of MS SQL database environment and tools (SQL, T-SQL, Reporting and Analysis Services, data reporting)
- Data warehousing and BI experience a plus
- Proficiency in Excel, PowerPoint
- An analytical and creative thinker with a track record of delivering results
- Works well both independently and as part of a team
- Innate curiosity about what makes business tick

Apply to:

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