Systems and Data Analyst Position Description



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# **POSITION DESCRIPTION – Systems and Data Analyst**

# 1. ORGANISATION

A not-for-profit business development organisation that competes globally to secure conferences, meetings and incentives which contribute to Victoria's visitor economy.

## VISION

Melbourne: An unrivalled business event destination.

# MISSION

MCB is committed to working collaboratively to deliver real business outcomes for customers, partners and stakeholders, through thought leadership and facilitation to enable unique meeting experiences in Melbourne.

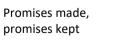
# VALUES



We win as one



Promises made.





We are results driven

We are authentic



We are brave



## TARGET MARKETS FOR MCB

- International Association Conventions, Exhibitions & Meetings
- National Association and Corporate Conventions & Meetings
- International Corporate and Incentive Conventions & Meetings
- International and National Government Conventions & Meetings
- Inaugural and International Events

## 2. PURPOSE OF ROLE

- The primary purpose of this role is to maximise the development of our Simpleview (SV) CRM and CMS across all business units
- Support the various departments via the provision of accurate data analysis on an as needs basis
- Production of various internal and external reports
- Provision of support across the organisation for various research projects

## 3. ROLE DIMENSIONS

• Direct Reports – Not applicable



## 4. KEY RESULT AREAS, WEIGHTING AND RESPONSIBILITY

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPIs / Key Measurables
Reporting	15%	<ul> <li>Contribute to the preparation of data, tables and analysis for MCB reporting, including:         <ul> <li>Performance reports for monthly staff meetings</li> <li>Bi-monthly board reports</li> <li>Standard quarterly reporting to TV, MCEC, City of Melbourne and other funding stakeholders</li> <li>Submissions of data for AACB performance reporting</li> <li>ad-hoc reporting, as required</li> </ul> </li> </ul>	<ul> <li>Reports produced accurately and on-time to set timeline</li> </ul>
Data analysis	15%	<ul> <li>Support broader team with ad-hoc data requests and/or analysis of performance</li> <li>Via SV, provide actionable insights to assist with interpreting data (amongst other things):         <ul> <li>how business performance is tracking against targets</li> <li>factors influencing gaps in performance</li> </ul> </li> </ul>	Bi-annual reporting of business performance
Research support	10%	Assist the Director of Research and Insights on primary research projects as required, including but not limited to internal and external surveys.	• TBC



## 5. KEY RELATIONSHIPS

## **REPORTS TO**

o Director Research & Insights

## INTERNAL

- o CEO
- o BD & Bids research consultant
- o General Manager, Business Development and Bids
- o Leadership Team
- o Business Development Team
- Partnership and events team
- o Bid Team
- o Convention Servicing and Partnerships Team
- o MCB International Offices
- Visit Victoria

## EXTERNAL

- Melbourne Convention and Exhibition Centre (MCEC) Management
- o Simpleview management
- Industry bodies and associations
- o Corporate Executives



## 6. KNOW-HOW/EXPERIENCE

### Essential

- Ability to analyse, interpret and communicate insights drawn from multiple sources
- Strong verbal and written English communication skills
- Excellent analytical and problem-solving skills
- High level of attention to detail, with a focus on quality
- High level of proficiency with Microsoft office products, including Advanced Excel
- Strong interpersonal and communication skills, with an ability to influence stakeholders
- Strong organisational skills, with the ability to multi-task
- Evidence of being an active team member with capacity to be flexible, motivated and participate in a dynamic, collaborative and fast paced environment
- Ability to work autonomously, with a self-motivated and goal-orientated work ethic

#### Desirable

- Exposure to CRM and database applications, in particular maintaining and enhancing data to maximise insight will be very advantageous
- Hands on experience in a data-related function
- Tertiary qualified in business, finance, marketing, computer science, statistics, mathematics or relevant degree will be very advantageous

