



Systems and Data Analyst Position Description

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



We are results driven



We are brave



Promises made,
promises kept



We are authentic

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
Ensure maximum efficiency of MCB's CRM system	60%	<ul style="list-style-type: none"> • Audit the organisation's current use of Simpleview and provide input into a full roll-out plan • Coordinate the roll out of the platform across all relevant teams to ensure maximum efficiencies, with an emphasis on ROI reporting • Train all relevant Team Members on Simpleview • Identify reporting gaps across the business and set up SV to address these gaps • Ensure the integrity of the data inputted into SV via regular audits • Establish a process for review and application of all Simpleview super user questions/requests for assistance, in conjunction with the Director of Research and Insights • Coordinate all requests for support assistance including enhancements customisations or modifications. • Respond to any requests for enhancement, customisation or modification to the Executive team for sign off • Represent MCB as the primary point of contact with Simpleview for all CRM queries and issues • Provide support to super-users in their delivery of training to users • Coordinate the development and ongoing maintenance of standard operating procedures by super users, where required. 	<ul style="list-style-type: none"> • All agreed MCB business units to be trained in SV • Regular reporting on health of Simpleview data • Efficient management of SV tickets • Support from Simpleview contained within contracted support hours
Reporting	15%	<ul style="list-style-type: none"> • Contribute to the preparation of data, tables and analysis for MCB reporting, including: <ul style="list-style-type: none"> ○ Performance reports for monthly staff meetings ○ Bi-monthly board reports ○ Standard quarterly reporting to TV, MCEC, City of Melbourne and other funding stakeholders ○ Submissions of data for AACB performance reporting ○ ad-hoc reporting, as required 	<ul style="list-style-type: none"> • Reports produced accurately and on-time to set timeline
Data analysis	15%	<ul style="list-style-type: none"> • Support broader team with ad-hoc data requests and/or analysis of performance • Via SV, provide actionable insights to assist with interpreting data (amongst other things): <ul style="list-style-type: none"> ○ how business performance is tracking against targets ○ factors influencing gaps in performance 	<ul style="list-style-type: none"> • Bi-annual reporting of business performance
Research support	10%	<ul style="list-style-type: none"> • Assist the Director of Research and Insights on primary research projects as required, including but not limited to internal and external surveys. 	<ul style="list-style-type: none"> • TBC

5. KEY RELATIONSHIPS

REPORTS TO

- Director Research & Insights

INTERNAL

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

EXTERNAL

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