

Job Posting

Position: Jr. Data Analyst

Reporting to: Director, Digital Experience

Location: Toronto, Ontario

Term: Permanent Full-time

Overview

Butterfield & Robinson, a world leader in the luxury travel industry, has been creating award-winning trips around the world since 1966. As the company grows, our continued success depends on maintaining our place as both a market and brand leader and having a strong understanding of our organization's data.

We are seeking a Junior Data Analyst who can provide high-quality data analysis and reporting to a variety of internal departments including Marketing, Sales, and Operations. In this role, you will be expected to create and maintain reports/ dashboards to measure key business outcomes, provide data analysis using best-practice methodologies to support evidence-based decision making, and flag trends across departments to identify new opportunities.

Objectives and Responsibilities of the Junior Data Analyst:

- Become a subject matter expert in all B&R traveller, prospect, and business partner data as well as in the systems used to capture and manage this data.
- Maintain the quality of traveller, prospect, and business partner data by developing data entry best practices, reconciling data between multiple data sources, and performing quality assurance checks regularly.
- Assist in the dissemination of traveller, prospect, and business partner data by providing requested datasets, developing and delivering reports periodically, and supporting analysis ideation across various departments.
- Interface with internal B&R teams, including sales, planning, IT, operations, and marketing to collect data management requirements.
- Assist with training and supporting B&R team members to develop 'self-serve' processes for common data entry and requests.
- Collaborate closely with the marketing team to incorporate website analytics, inquiry/sales data, past traveller behaviour, and other relevant insights into marketing campaigns.
- Support in evaluating the success of marketing efforts including email, paid digital, content marketing, search, etc.
- Assist in lead management and the development of a sales funnel.
- Identify and interpret trends or patterns in customer data to improve business initiatives related to sales, marketing, and overall traveller experience.
- Support other projects related to data analysis as required.

The ideal candidate will have the following experience and qualifications:

- Strong experience with MS Office Suite and CRM systems (Microsoft Dynamics a plus); expertise in Excel is required.
- Experience with Marketing Automation platforms such as Mailchimp, Marketo, etc. is a plus.

- Experience with Google Analytics and Google Data Studio is a plus.
- Knowledge of relational databases (MySQL, MS SQL Server, PostgreSQL) is a plus.
- Administrative expertise in an office environment.
- Post-secondary education.
- Experience working with a marketing team and IT team.
- Experience working both independently and as a part of a cross-functional team.
- Interest or experience in the travel industry is an asset.

The ideal candidate will have demonstrated the following skills and abilities:

- Diligent and meticulous organizational and administrative skills.
- Knowledge of database principles and experience maintaining datasets across multiple platforms
- Strong interpersonal and team building skills with the ability to train and motivate others, build cross-departmental cooperation and consensus.
- Ability to perform well under pressure, manage priorities, and meet deadlines.
- Ability to understand and adapt to software quickly.
- Enthusiastic and professional attitude.
- A questioning, curious mind with a desire to continuously improve status quo

Butterfield & Robinson is an equal opportunity employer committed to creating a diverse and inclusive environment. We consider qualified applicants regardless of race, colour, religion, gender, national origin, sexual orientation, age, citizenship, disability, or gender identity. Accommodations are available on request for candidates taking part in all aspects of the selection process.

To apply, please send a cover letter and resume **by email** to:

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