Position Description

Title: Director, Business Intelligence
Department: Business & Economic Growth
Reports To: SVP, Business & Economic Growth
FLSA Status: Exempt
Location: Quad Cities

Summary: The Director, Business Intelligence is responsible for driving the development, execution, monitoring and evaluation of the Quad Cities Chamber research and analytics strategy. This person is responsible for proactively identifying opportunities to leverage internal and external data, developing analysis and insights and translate market opportunities into actionable recommendations to achieve Chamber goals. Additionally, candidates will have the ability to connect companies to data analytics that will be beneficial to grow their business. The ideal candidate will have experience designing and using complex business intelligence systems to analyze and visualize data and produce and track key performance indicators that are aligned to the overall Quad Cities Chamber business and economic growth strategy.

Essential Duties: Essential job duties for this position include the following items. Other duties must be performed as assigned or required.

- Conduct regular competitive research; includes researching best practices and conducting gap analyses.
- Identify business and regional growth opportunities, industry trends, demographic data and workforce information using data business intelligence tools and analytics.
- Conduct company research to help optimize website, marketing touch points, and sales approach.
- Assist in business attraction, retention and membership lead generation by providing qualified company targets using digital, artificial intelligence (i.e.: Gazelle, Supply Chain Marketing Tool)
- Present insights to team and stakeholders and assist in decisions and planning based on analyses
- Provide excellent customer service in assisting business with market research inquiries to grow their business
- Assist in updating regional profiles, marketing materials, and the Quad Cities Chamber website by providing regional data.
- Assist in the design, collection, and analysis of data for a variety of business-related surveys and build and maintain internal information.
- Create, update, and maintain internal research and reports related to targeted industries, B2C, B2B by analyzing industry trends, changes, drivers, etc.
- Produce an annual workforce needs and workforce availability report.
- Create and maintain monthly, quarterly and annual metric reports.
- Manage the BIG training system and leverage databases to provide research services and data analytics to area businesses.
- Performs other related duties as required
- Stay current with changing technology, including software programs
- Uphold, support, and promote all company values, policies and procedures
**Qualifications:** To perform this job successfully, the individual in this position must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skills and ability required.

**Education/Experience:**
- Bachelors degree preferred.
- 3-5 years of relevant work experience in analytics, business intelligence, market research, lead generation or related field, and 5+ years of professional experience.
- Good understanding of web analytics including experience with Adobe Analytics, Google Analytics, or other analytics platforms.
- Experience conducting research along with the ability to analyze data and describe findings & make recommendations.
- Knowledge of SEO and web traffic metrics.
- Proficient with Excel and PowerPoint.

**Language Skills:**
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Mathematical Skills:**
- Ability to apply advanced mathematical concepts such as exponents, logarithms, quadratic equations, and permutations. Ability to apply mathematical operations to such tasks as frequency distribution, determination of test reliability and validity, analysis of variance, correlation techniques, sampling theory, and factor analysis.

**Reasoning Ability:**
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Certificates, Licenses, Registrations:**
- Must have valid Driver’s License and be insurable

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- Standing – Approximately less than 1/3 of on-the-job time.
- Walking – Approximately (less than 1/3 of on-the-job time.
- Sitting – Approximately greater than 2/3 of on-the-job time.
- Use of hands to finger, handle or feel – Approximately greater than 2/3 of on-the-job time.
- Reaching with hands and arms – Approximately less than 1/3 of on-the-job time.
- Climbing or balancing – Approximately less than 1/3 of on-the-job time.
- Stooping, kneeling, crouching or crawling – Approximately less than 1/3 of on-the-job time.
- Talking or hearing – Approximately greater than 2/3 of on-the-job time.
- Tasting or smelling – Approximately less than 1/3 of on-the-job time.
- Travel- Approximately less than 1/3 of on-the-job time.
- Weight lifted/Force exerted – An average of approximately (25) pounds, less than 1/3 of on-the-job time, non-continuously.
- Vision – Must have clear vision near and far, with or without corrective measures.
**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job.

Environmental – There is little to no exposure to hazardous environmental conditions.
Noise – Moderate (i.e. typical office noise – computers, printers, phones, fax machines, etc.)

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**Acknowledgement:**

I acknowledge this position description was reviewed with me and a copy was provided to me. I agree to and accept the terms and conditions and acknowledge this does not represent a contract of employment.

_________________________________________  __________________________
Employee Signature                        Date

_________________________________________  __________________________
Supervisor Signature                      Date

Director, Business Intelligence  3  Rev. Date: May 2020