



Position Title: CRM & Research Analyst

Department: Information Technology & Research

FLSA Status: Exempt

Reports To: Director, Information Technology

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor destination to business and leisure travelers.

POSITION SUMMARY

The Information Technology & Research department are currently looking for a versatile CRM & Research Analyst to align with several departments on a wide range of projects within our IT (Information Technology) and Research Department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as direct support for CRM program report generation and programming specifically within the CRM provider platform Simple view and 2Synergize.
- Assist with managing vendor relationships.
- Contribute to presentations and reports conducted by Choose Chicago staff and by request from external stakeholders and partners.
- Contribute to all system enhancements within the Simple view platform.
- Audit, update, and maintain data quality of all data within the Choose Chicago CRM platform.
- Evaluate CRM data, identify needs and make recommendations on procedures to improve data integrity on behalf of various departments and stakeholders.
- Assist with training new or existing staff on the CRM provider platform Simpleview and 2Synergize.
- Assist with creating guides/ SOP's for using the CRM provider platform Simpleview and 2synergize.
- Serve as the CRM liaison for all departments, including determining and communication best practices.
- Review the capabilities of the CRM platform to ensure staff are utilizing the system to its full capabilities. Document potential system enhancements and determine optimal solutions.
- Assist with the tracking and compilation of key performance indicators (KPIs), evaluate and report trends associated with overall market performance, meetings, conventions and events, and domestic and international travel.
- Respond to inquiries and fulfill requests for research from Choose Chicago department staff (Communications, Sales, Client Services, Global, Marketing, Sports Commission), city officials, partners, and the Chicago business community.
- Assist in creating recurring reports including visitation, economic impact, key benchmarks, convention bookings, etc.
- Monitor industry news to keep you to date with trends relevant to the meeting and convention industry.
- Support the Communications team with performance metrics for press releases, presentations, media responses, advocacy efforts and more.
- Coordinate and complete any assigned internal and external research projects as requested.

EDUCATION

Bachelor's degree in business management, data science, and economics is a plus but not required.

TECHNICAL SKILLS

- CRM experience is a plus but not required.
- Simple View experience is a plus but not required.
- Proficiency with Microsoft Suite (Outlook, Excel, PowerPoint) required.

OTHER

- Must be willing to work in a rewarding and occasionally fast paced environment, prioritizing deadlines, and multi-tasking multiple projects across both the IT and Research functions.
- Occasional travel to industry conferences and training may be required.

TO APPLY:

This position offers a competitive salary and benefits package. Qualified candidates should submit a resume and include salary requirements to resumes@choosechicago.com.

Choose Chicago
Human Resources Department
301 E. Cermak Road
Chicago, Illinois 60616
Email: resumes@choosechicago.com

No Phone Calls

Choose Chicago is an Equal Opportunity Employer.