

**Job Title:** Business Intelligence Analyst

**Department:** Technology and Communications

**Reports to:** Director of Technology and Digital Media

**Location:** Silverthorne, CO./Hybrid

**Summary:**

As a Business Intelligence Analyst within the Technology and Communications department, you will be responsible for collecting, analyzing, and visualizing data from our CRM and marketing automation platforms to provide valuable insights that support informed decision-making and enhance the performance of our technology and communication initiatives. You will work closely with cross-functional teams to deliver actionable reports and dashboards, contributing to the achievement of departmental and organizational objectives.

**Key Responsibilities:**

- **Marketing Data Analysis:**
  - Focus on collecting, analyzing, and interpreting marketing metrics, including website traffic, click-through rates, conversion rates, customer engagement, and campaign performance.
- **Data Collection and Integration**
  - Gather, clean, and integrate data from various technology systems, marketing and communication platforms (HubSpot), and CRM databases (Ungerboeck).
  - Collaborate with IT and Communications teams to ensure data accuracy and accessibility.
- **Data Analysis and Reporting:**
  - Employ data analysis techniques to identify trends, patterns and opportunities.
  - Develop and maintain reports, dashboards, and visualizations to communicate insights effectively.
  - Monitor and evaluate technology and communication metrics, including network performance, service uptime, and user engagement.
- **Competition Analysis:**
  - Monitor and analyze data related to the organization's competitors, including their marketing strategies, performance metrics, and market positioning.
  - Provide insights on competitive strengths and weaknesses to inform our marketing and communication strategies.
- **Performance Monitoring:**
  - Track the performance of marketing campaigns and communication channels, including social media, email marketing, and website performance.
  - Track the performance of technology assets to assess the effectiveness of various systems and tools.
  - Develop and maintain reports, dashboards, and visualizations to communicate insights effectively to the marketing and communication teams.

- Identify areas for improvement and recommend strategies for optimization.
- **Cross-Functional Collaboration:**
  - Collaborate closely with Marketing, Communications, IT, and other departments to understand their data needs and provide insights to support their respective goals.
  - Collaborate on data-driven decision-making and the alignment of technology and communications strategies.
- **Data Governance:**
  - Ensure data quality, data governance, and compliance with relevant regulations and standards.
  - Advise on data security measures to protect sensitive organizational and customer information.
- **Data Visualization:**
  - Create and maintain data visualizations and reports that enhance the understanding organizational metrics and objectives.
  - Utilize BI and reporting software for data visualization and reporting, such as Power BI and Crystal Reports.

**Qualifications:**

- Bachelor's degree in Computer Science, Information Technology, Data Science or a related field.
- Experience with Crystal Reports is required for this position.
- 2-4 years of BI work-related experience.
- Proven experience in business intelligence, data analysis, or a related role.
- Proficiency in data analysis tools and languages (e.g., SQL, Excel, Python).
- Familiarity with BI and report building software (e.g., Tableau, Power BI, etc.).
- Strong communication and collaboration skills.
- Knowledge of technology and communication systems is a plus.
- Understanding of data governance and security principles.
- Analytical thinking and problem-solving abilities.

**Compensation:**

The salary range for this position is **\$64,000-\$70,500/year** depending on experience. The position is full-time (40 hours per week), year-round, with excellent benefits. Working in our Silverthorne, Colorado office 2 days per week is preferred. Fully remote work will be considered depending on the individual's experience in a Business Intelligence or related role.

**To apply, please send resume and cover letter to [careers@keystonesymposia.org](mailto:careers@keystonesymposia.org).**