

Agile Digital and Data Specialist

Why this role matters: An Agile Epic & Key Stories

At **GGCTA**, we're building a future where every decision is informed by data, and every process runs with agile efficiency. This role isn't just about managing systems; it's about being a vital architect of that future.

Epic: As a **GGCTA** leader, manager, or team member, I need integrated, reliable digital tools and accessible, actionable data, so that we can operate with maximum efficiency, collaborate seamlessly, and make data-driven decisions that propel our strategic objectives.

Here are some of the stories you'd help us write and deliver:

- **Story:** "As a GGCTA executive, I need real-time dashboards showing our OKR progress, so I can make informed strategic adjustments and share our successes with stakeholders."
- **Story:** "As a sales manager, I need our CRM to be a powerful, user-friendly tool, so my team can efficiently track leads, manage client relationships, and close more deals."
- **Story:** "As a project lead, I need Asana to be intuitive and tailored to our agile sprints, so my team can collaborate effortlessly, track tasks effectively, and celebrate quick wins together."
- **Story:** "As a marketing specialist, I need actionable insights from visitor data, so I can create highly targeted campaigns that resonate with our audiences and drive measurable results."
- **Story:** "As an organization, we want to be recognized as a DMO leader in innovative AI utilization, so we can attract top talent and maximize our efficiency in new and exciting ways."

Job Title: Agile Digital and Data Specialist

Department: Operations

Reports To: Agile Chief Operations Officer (COO)

Location: Greensboro, NC

Job Summary:

The **Agile Digital and Data Specialist** is a crucial technical and analytical role within the Greensboro / Guilford County Tourism Authority (**GGCTA**), driving efficiency and insights across all operations. This position is responsible for administering key internal platforms such as the CRM and Asana, ensuring their optimal use to support **agile workflows** and robust data integrity. They spearhead data collection and analysis efforts for key performance indicators and implement early applications of AI to enhance productivity. Working directly under the COO within an agile environment, this specialist ensures that **GGCTA** leverages data effectively and maintains streamlined digital operations to achieve its strategic OKRs.

Key Responsibilities:

- **Digital Platform Administration & Optimization:**
 - Administers and optimizes the **Asana project management platform**, ensuring its effective use in supporting **agile workflows** and OKR tracking across the organization.
 - Manages the Customer Relationship Management (CRM) system, ensuring data accuracy, supporting sales and marketing teams in leveraging the platform for client engagement and lead tracking.
 - Supports the COO in ensuring smooth general office operations through effective use of digital tools.
 - Directly contributes to **Objective 1 (Fully Embrace Agile Principles)** by ensuring robust technological support for collaborative tools.
- **Data Management & Analytics:**
 - Develops and maintains data collection systems and processes for key organizational metrics, including visitation, economic impact, marketing campaign performance, and sentiment surveys (visitor, resident, employee).
 - Performs data cleaning, validation, and analysis to uncover trends, patterns, and actionable insights relevant to all OKRs.

- Creates and maintains data dashboards and reports, visualizing key performance indicators for leadership and relevant teams.
 - Ensures data integrity, accuracy, and security across all databases and platforms.
 - Supports data needs for **Objective 2 (Live Music Destination)**, **Objective 3 (Funding)**, and **Objective 4 (Visitation & Advocacy)** by providing measurable insights.
 - **Technology & AI Implementation:**
 - Identifies and researches relevant use-cases for AI tools to enhance **GGCTA's** efficiency in areas like client prospecting, internal process automation, and content generation.
 - Assists in the implementation and user adoption of new digital tools and AI applications, providing training and support to staff.
 - Contributes to **GGCTA's** recognition as an "AI Leader in the DMO space" by documenting successful implementations and sharing best practices (aligned with **Objective 1**).
 - **Cross-Functional Collaboration:**
 - Collaborates closely with all department leads and teams to understand their data and digital tool needs, providing tailored support and solutions.
 - Participates in **agile ceremonies** (e.g., sprint planning, daily stand-ups) to ensure technology and data initiatives are aligned with team priorities.
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Qualifications:

- **Education:** Bachelor's degree in Data Analytics, Information Systems, Business Administration with a technology focus, or a closely related quantitative field. Other fields will be considered based on experience and relevance.
- **Experience:**
 - 1+ years of experience in digital platform administration or data analysis.
 - Proven proficiency in administering and optimizing CRM systems (e.g., Salesforce, HubSpot) and project management platforms (e.g., Asana).

- Strong proficiency with web analytics platforms (e.g., Google Analytics) and data visualization tools (e.g., Tableau, Power BI).
 - Familiarity with data querying languages (e.g., SQL) and basic scripting is a plus.
 - Demonstrated interest in and understanding of artificial intelligence applications for business efficiency.
 - Experience working in or adapting to an **agile organizational framework** is preferred.
 - **Skills:**
 - Strong analytical and problem-solving skills, with a keen eye for detail and accuracy.
 - Excellent organizational and system administration abilities.
 - Ability to translate complex technical concepts and data insights into clear, actionable information for non-technical audiences.
 - Highly organized and self-motivated, with the ability to manage multiple projects and priorities simultaneously.
 - Collaborative mindset with strong interpersonal communication skills.
 - A proactive approach to identifying opportunities for technological and data-driven improvements.
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Why Join GGCTA as Agile Digital and Data Specialist?

This is an exciting opportunity to be at the technological heart of a forward-thinking tourism organization. You will directly contribute to **GGCTA's** operational excellence, strategic decision-making, and innovative initiatives, playing a vital role in shaping Greensboro's future within an **agile and high-performance culture**. If you're passionate about leveraging digital platforms and data for impactful results, this role offers significant growth and influence.