



Job Title: Database Coordinator

Department: Administration

FLSA Status: Exempt

ABOUT THE GREATER BIRMINGHAM CONVENTION & VISITORS BUREAU

The Greater Birmingham Convention & Visitors Bureau (GBCVB) is the official tourism and marketing organization for Birmingham and Jefferson County. Established in 1969, the non-profit agency generates positive economic impact by positioning the Greater Birmingham Region as a premier destination for conventions, sporting events, and domestic and international leisure travel. Birmingham and its neighboring municipalities welcome more than 4.17 million visitors each year, generating \$2.62 billion in economic impact. Learn more at inbirmingham.com.

Job Summary:

The GBCVB is seeking a detail-oriented and collaborative **Database Coordinator** to oversee the daily health, integrity, and optimization of our database systems. This role will serve as the gatekeeper of our partner data, ensuring high accuracy while bridging the gap between technical infrastructure and staff usability. The Database Coordinator will work closely with our web team, manage partner website permissions, and empower our staff through documentation, training, and ongoing technical support. Other duties may be assigned in support of the IT function.

Work Schedule: This is a hybrid role, offering the flexibility of **remote work two days a week**, with the remaining days based in our office.

Job Relationships:

- A. Report to: Chief Financial Officer
- B. Interacts with: All staff, local hospitality contacts, community leaders

Key Responsibilities:

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The duties here are not an all-inclusive list, as management may add or remove duties as necessary.

Data Governance & Quality Control

- **Daily Maintenance:** Oversee daily data entry, cleaning, and routine maintenance to ensure maximum data accuracy and system integrity.
- **Quality Assurance:** Investigate and resolve data and reporting inconsistencies; conduct regular data audits.

- **Process Optimization:** Develop and implement standardized workflows, data entry guidelines, and reporting procedures to streamline operations.

System Collaboration & Analysis

- **Cross-Team Collaboration:** Partner with the web team to ensure the database integrates seamlessly with our digital platforms, provides required information, and is utilized to its fullest capacity.
- **Needs Assessment:** Analyze the information and reporting needs of multiple internal users to assist in determining appropriate database structures and custom report specifications.

Training, Support & Documentation write comprehensive user documentation for staff.

- **Internal Support:** Provide ongoing technical troubleshooting and write comprehensive user documentation for staff.
- **External Support:** Manage website access permissions and host regular database training sessions for external partners.

Qualifications & Skills

- **No Specific Software Required:** While the organization uses **Simpleview** (an industry-specific CRM/CMS), pre-existing knowledge of it is not mandatory; comprehensive on-the-job training is provided.
- **Education:** Bachelor's degree or comparable professional experience preferred.
- **Technical Aptitude:** Strong foundational technical skills, including comfort with database logic, reporting tools, and basic web user management.
- **Analytical Thinking:** Strong problem-solving skills with the ability to translate complex user needs into functional database reports or structural updates.
- **Communication:** Exceptional communication skills, with a proven ability to explain technical concepts to non-technical users and partners.
- **Detail-Oriented:** An eagle eye for data inconsistencies and a passion for data cleanliness and organization.

What We Offer

- **Hybrid Flexibility:** Enjoy the balance of working remotely two days per week.
- Competitive salary and benefits package.
- A collaborative, supportive team environment.
- Comprehensive system training and opportunities for professional development.