

DATA ANALYST

Reports To; Data Program Director (dotted line to Marketing Director)

OVERVIEW:

The Data Analyst supports the collection, visualization and dissemination of data which inform operations and benchmark activities, monitor, and communicate progress within Downtown Detroit and other communities throughout the city. Under direction of the Data Program Director and Marketing Director, this individual will be responsible for collection, organization and analysis of data sets including smart-phone location intelligence data, geospatial information, building permits, parcel information, business growth, vacancy, real estate market data, stakeholder contact information and more. They will also participate in and inform the development of interactive data visualization and other storytelling tools relative to the DDP Data Program. In addition to data collection and analysis, the position will manage the coordination of location intelligence data between DDP and other neighborhood community development practitioners.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Job descriptions do not typically include every duty or responsibility that a person in the role may be asked to perform. The following is a thoughtful list based on needs.

1. Curate, format, and package data to communicate and create value for colleagues, partners, media, stakeholders, and the public.
2. Coordinate organizational data in platforms such as Salesforce, Mailchimp, Eventbrite and other platforms.
3. Extract, Transform and Load (ETL) secondary data sets.
4. Process GIS data and prepare maps.
5. Support primary data collection projects (such as business locations and status).
6. Organize data in public online tools and dashboards.
7. Analyze and package data and relevant information across the organization for use in marketing and impact storytelling.
8. Create clear, concise reports and visualizations to communicate insights for external dissemination.
9. Collaborate with cross-functional teams to integrate data-driven approaches into decision-making processes.
10. Coordinate and deliver internal and external information requests.
11. Support website maintenance.
12. Identify opportunities to incorporate new data, platforms, and emerging technologies such as AI into DDP marketing, communications, and operations.
13. Document standard operating procedures.
14. Perform other job-related duties as assigned.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in social sciences, urban planning, urban informatics, civic technology, data collection/analysis, data visualization and storytelling, information sciences, or related field; minimum of 2 years of related work experience preferred.
- Proficiency with Geographic Information Systems, Microsoft Excel, PowerPoint and other visualization tools.
- Willingness to demonstrate commitment to DDP's mission, vision, and core values.
- Ability to execute a plan and keep on task for periods with little supervision.
- Knowledge of data management best practices
- Strong analytical, critical thinking skills and attention to detail.
- Excellent communication and presentation abilities.
- Must have excellent organizational skills.
- Ability to work independently and collaboratively in a team environment.
- Keen understanding of and comfortable with working with relational databases and Salesforce as well as an interest in applying technology to urban and civic issues.

Downtown Detroit Partnership offers a comprehensive list of benefits for eligible employees including paid time off and holidays in addition to:

- Medical, Dental, Vision, Prescription Coverage, Health Savings Account
- 401k (with employer match of any contribution up to 6 percent of total salary)
- Long Term Disability and Life Insurance
- Flexible Spending Accounts (Healthcare FSA, Dependent Care, Commuter Transportation)
- Worksite Voluntary Benefits such as: Accident Insurance, Critical Illness, MetLaw and Life Lock, Holiday Savings Account, 529 College Savings Account, My Pet Protection Insurance, Fifth Third Bank Membership Benefit Banking Program, Working Advantage - access to exclusive savings on movie tickets, theme parks, hotels, Broadway, and Vegas shows, and shopping partners.

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