

PROGRAM COORDINATOR, DATA AND MARKETING

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

OVERVIEW:

The Program Coordinator, Data and Marketing supports the collection, visualization, marketing, and dissemination of data that 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 packaging of data within the data program for use in storytelling and marketing to DDP stakeholders, partners, and more. In addition to data collection and analysis, the position will manage the coordination of location intelligence data and trends 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 and maintain data infrastructure platforms (Salesforce, Mailchimp, Eventbrite, and others) to enhance efficiencies, provide data analytics, conserve resources, help track metrics, dashboards and reports.
3. Extract, Transform and Load (ETL) secondary data sets.
4. **Analyze and visualize data using tools such as ArcGIS, R, Excel.**
5. Support primary data collection projects (such as business locations and status) through surveying, field work and research.
6. Organize data in public online tools and dashboards.
7. Compile/package and analyze complex data and into concise, detailed information in report format, visualizations, written correspondence (email or verbally) across the organization for use in business development, presentations, marketing, and impact storytelling.
8. Create clear, concise reports and visualizations. Communicate with courtesy and diplomacy, efficiently follow written and verbal instructions, provide information, and maintain effective relationships with diverse group of team members and external stakeholders where needed.
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.
- Detailed understanding of and experience working with data resources in one or more planning-related topical areas, such as population demographics, labor markets, economic development, transportation, energy use, housing, and land use and development.
- 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.*

At Downtown Detroit Partnership, we are intentional about diversity, equity, and inclusion. Downtown Detroit Partnership, an equal opportunity employer, does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, genetic information, national origin, age, disability, height, weight, military status, veteran status, or any other characteristic protected by law.