

Downtown Raleigh Alliance

Job Description

Economic Development Analyst

Department: Economic Development and Planning

Reports to: Senior Vice President

Status: Full Time, Exempt

Job Summary

The Economic Development Analyst (The Analyst) is responsible for informing data-driven economic development, urban planning, policy and marketing decisions for Downtown Raleigh Alliance (DRA). The position helps DRA maintain the most up-to-date information about downtown Raleigh and remain a leader in data and analysis for Raleigh's central business district. Through a combination of primary and secondary sources and methods, this position helps DRA develop research, collect data, produce reports, and respond to requests for studies of downtown's real estate market, relevant policies, and other urban trends. The Analyst will help maintain DRA's data on real estate metrics, storefront inventory, rental rates, parking, transportation, and comparison markets while identifying, analyzing, organizing, presenting, and graphically communicating information to support the agency's initiatives. This position will help DRA respond quickly to requests for custom research and surveys from businesses, city officials, development community, and other stakeholders. The Analyst also will help develop visualizations, such as maps or graphics, of trends and data for the State of Downtown report.

This position also will support the organization's economic development marketing and retention efforts, including small business workshops and helping coordinate businesses for promotions such as Restaurant Week and First Friday. This position will help develop and coordinate DRA's minority and women-owned business recruitment and retention program.

Essential Duties and Responsibilities

- Through a combination of primary and secondary sources and methods, develop research, collect data and respond to requests for studies of downtown's real estate market, relevant policies, and other urban trends.
- Build and maintain DRA's databases on real estate metrics, storefront inventory, rental rates, parking, transportation, population, development, storefront businesses, and comparison markets while identifying, analyzing, organizing, presenting, and graphically communicating information to support the agency's initiatives. This involves a multi-source approach that could require original research through surveys or other data collection instruments.
- Develop visualizations, such as maps or graphics, of trends and data for the State of Downtown report, quarterly economic development reports, DRA website, and for stakeholders when requested.
- Create maps and analyze data using Geographic Information Systems (GIS)
- Identify, contact, and help recruit storefront businesses to downtown, in alignment with DRA's strategic recruitment objectives.
- Oversee DRA's small business workshops and business planning assistance, which provide continuing education to storefront businesses on topics and skills to help those businesses grow and stay in downtown, as well as provide relevant info for new business prospects attempting to open in downtown.

- Aid the organization in researching other initiatives, policies, programs, and ideas for improving downtown and DRA.
- Assist in website and database maintenance in relevant program areas, such as new businesses and storefront contacts.
- Aid coordination of participants and details of DRA marketing programs, such as Restaurant Week, First Friday and promotions that support downtown retailers and other storefront businesses.
- Assist development and implementation of minority and women-owned business recruitment and retention program.
- Complete any other duties as assigned.

Minimum Requirements

- Bachelor's degree in planning, economics, geography, public policy, real estate or related field (master's degree welcome, but not required if meet other requirements) with exposure to methodology, statistics, and analytical writing.
- ArcGIS experience and proficiency required.
- Ability to research and analyze data and write/create professional and visually appealing reports/graphics.
- Familiarity with US Census data, American Community Survey, ESRI Business Analyst, and real estate listings.
- Ability to create, manage, and improve DRA databases on economic development and real estate information.
- Microsoft and Adobe Suite software knowledge are strongly preferred, including but not limited to Microsoft Word, Excel and PowerPoint and Adobe InDesign, Illustrator and Photoshop.
- Basic understanding of real estate markets and language.
- Excellent written and oral communication skills.
- Detail oriented.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Compensation

The Economic Development Analyst is an exempt employee. Compensation shall be commensurate with experience and will qualify for a generous benefits package to include health, dental, and retirement contributions. Vacation and sick time is also included.

Position Environment

The Economic Development Analyst will work out of the DRA administrative office in a fast-paced, deadline-driven environment. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. Due to the nature of the position, it is expected that this individual may be required to work outside the normal 8:30 a.m. - 5:00pm office hours.

DRA is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

About DRA

DRA is a Downtown management and placemaking organization that has helped guide the revitalization of Downtown Raleigh, NC for more than two decades. For more information, visit www.downtownraleigh.org

MISSION: Advancing the vitality of Downtown Raleigh for *everyone*.

To Apply:

Please email resume, cover letter, salary history, 2 professional writing samples, one example of a map created in GIS or a similar program, and a list of 3 references to:

billking@downtownraleigh.org

Please, no phone calls or walk-ins.