

Position: **Data Analyst**

Reports to: Deputy Director

Function: The Data Analyst develops, manages, and maintains research data to support overall economic development and communications efforts of the Downtown Sacramento Partnership (DSP). This position is responsible for collecting and analyzing quantitative and qualitative data, maintaining databases and platforms, trends and strategies to support DSP's mission to build value downtown.

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**Specific duties include, but are not limited to:**

**ECONOMIC DEVELOPMENT**

- Research, track and serve as information source for all downtown development projects, including production of annual, quarterly, monthly, and ad hoc reporting.
- Manage and maintain a database of all downtown properties including commercial and government buildings, residential properties and land.
- Manage the Street Level Retail and Services database including input, edit and distribution of data to the appropriate recipients.
- Collaborate with various public and private partners on research projects as needed.
- Track retail and residential occupancy and sales on an ongoing basis and prepare reports on a quarterly basis or as needed.
- Conduct research, collect market data and maintain files on downtown Sacramento and the surrounding metropolitan area that will support the marketing of office, residential and retail space in downtown Sacramento.
- Implement research or access resources that provide employee and business census data and/or surveys to identify trends, monitor perceptions and track progress of business retention and recruitment efforts in downtown Sacramento.
- Provide research for various internal and external requests, replying in a timely manner and performing research and analysis as needed or requested.
- Monitor new and existing research, collect market data and maintain files on relevant market and economic development information from other downtowns and related markets throughout the country.

**COMMUNICATIONS**

- Assist in the development, execution and analysis of various downtown surveys.
- Organize and maintain internal research library.
- Collect and consolidate data on consumers, competitors and marketplace into reports and presentations.
- Research, retrieve and manage data for key DSP reports.
- Track and catalogue reporting analytics in coordination with Communications Department.
- Generate and distribute key standard reports.
- Monitor, maintain and update all appropriate research data and market information on the DSP websites.
- Manage and maintain company CRM with up-to-date information on property owners, businesses/merchants, stakeholders and various contacts.
- Provide support for and attend special events, festivals, promotions and/or activities organized by DSP, as needed.

## Requirements

- Ability to multi-task, organize, navigate and interpret large amounts of data
- Strong communication and presentation skills
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office Suite
- Search engines, web analytics and business research tools acumen
- Familiarity with CRM programs (Salesforce, Hubspot, etc.) and/or GIS
- Adequate knowledge of data collection methods (polls, surveys etc.)
- Experience with Adobe Creative Suite (InDesign, Illustrator, etc.) is a PLUS
- Experience with data visualization tools (Tableau, Microsoft PowerBI) is a PLUS
- Strong analytical and critical thinking
- Strong attention to detail and organization
- Works well in a fast-paced team environment
- BA or BS degree in Economics, Statistics, Marketing, Planning or related field