



## **DATA ANALYST**

### **JOB DESCRIPTION**

Invest Atlanta is the City of Atlanta's economic development agency. We advance Atlanta's global competitiveness by growing a strong economy and building vibrant communities with a direct and intentional focus on equity, diversity and inclusion, and economic mobility for all of Atlanta.

We are seeking a Data Analyst who will be reporting to the Vice President of Marketing and Communications. The individual in this role will be responsible for managing, measuring, and optimizing Invest Atlanta's unified data collection, organization, analysis, and reporting practices. The role is front-facing working in collaboration with multiple departments, key leaders across the organization, and partner agencies, providing ongoing support to teams seeking to integrate and leverage data analysis, processes, and knowledge into their work.

This Manager-level role requires strong organizational, analytical, and communication skills, with the ability to operate in a matrixed environment and with competing priorities. The individual will be a collaborator who can influence and drive others to action without direct authority. They will need to be driven by purpose and have a deep commitment to public service and social impact.

### **KEY RESPONSIBILITIES**

- Manage, measure, and optimize a unified data strategy for the organization.
- Balance strategic initiatives and tactical projects.
- Provide data to support organizational reporting, marketing, business development, applications, e.g., grant and loan programs, and general public information.
- Work with Invest Atlanta departments to monitor business metrics and KPIs and implement additional metrics to support new programs and initiatives.
- Centralize data assets and sources from across the agency into a single environment.
- Enforce data policies and best practices for effective data management, including adherence to legal data standards.
- Manage and enhance efficient and secure procedures for data management and analysis.
- Maintain paths for quality data collection from within and outside of the organization; establish new paths as needed.
- Normalize data and data governance across the agency to help manage data as an asset.
- Monitor and analyze data systems to evaluate and enhance their performance, opportunities to further leverage data to increase operational excellence.

- Work collaboratively with the Information Technology (IT) department to assess, procure, deploy, and support the adoption of new data technology tools as needed.
- Own and prepare data visualization and reporting across the organization to key stakeholders.
- Update and maintain data reporting on Invest Atlanta's primary website.

### **KNOWLEDGE, SKILLS, & ABILITIES**

- Substantial knowledge and experience in the data and technology landscape.
- Strong analytical, organizational, and motivational skills.
- Excellent understanding and application of data administration and management.
- Strategic thinking capacities with a data driven approach.
- Effective communication skills, and strong ability to work on collaborative projects.
- Considerable experience with modern database and information systems, tools, and technologies.
- Proficiency in MSFT Office suite and familiarity with project management tools, processes, and best practices.
- Expertise in data visualization software, e.g., MSFT Power BI, Tableau
- Knowledge of geographic information systems (GIS) software.
- Experience with Python programming language.
- Proven track record of being result oriented, with demonstrated abilities to achieve goals.

### **EDUCATION & EXPERIENCE**

- B.A. or B.S. from an accredited college or university with a major in business, marketing, data management, IT, or related field, with a minimum of five (5) years of progressive professional experience leading and managing data and technology projects.
- A master's degree in relevant fields preferred.

**Resumes should be submitted to: [jobs@investatlanta.com](mailto:jobs@investatlanta.com)**

*Invest Atlanta is an Equal Opportunity Employer. All qualified applicants, including but not limited to Minorities, Females, Disabled and Veterans are encouraged to apply.*