

Demographic and Market Research Analyst

JOB DESCRIPTION

The Appalachian Council of Governments (ACOG) is seeking a candidate for the position of Demographic and Market Research Analyst to perform professional work in the collection and analysis of socio-economic data for the ACOG region. The role will encompass certain regular tasks around the collection and analysis of core data, as well as a range of activities that contribute to and support the team's production and delivery of research material. The Demographic and Market Research Analyst will monitor forecasts of regional population, housing, and economic trends, support the agency's InfoMentum and FactFinder programs, and apply analytical methods to real-world applications.

ESSENTIAL DUTIES

Essential Duties are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned.

- Works as part of a dynamic, collaborative, and interdisciplinary team focused on using data and technology to support informed regional planning.
- Conducts research to identify emerging needs, trends, and services related to assigned area of offerings, and compiles and analyzes data.
- Responds to inquiries/requests for technical assistance.
- Designs and implements marketing and/outreach materials to ensure public exposure to program offerings through print publication design, web site editing, social media, e-newsletters, direct mail and other applicable mediums.
- Identifies funding sources for programs; participates in writing and administering grants.
- Ensures project compliance with applicable internal and external requirements.
- Other duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Skills required:

- Research methods
- Data management
- Report preparation methods
- Technical and narrative writing
- Program coordination principles and techniques
- Marketing and/or public outreach principles
- Effective time management
- Computer software including word processing, spreadsheet, database, and desktop publishing applications

Ability to:

- Exercise sound judgement
- Demonstrate independent problem solving and decision making
- Prepare a variety of reports
- Compile and analyze data
- Coordinate program activities
- Conduct outreach activities
- Prepare collateral and marketing materials
- Assess the consequences and outcomes of program initiatives
- Speak in public

QUALIFICATIONS

Minimum Qualifications:

- Bachelor's Degree from an accredited college or university with major course work in urban planning, economic development, public or business administration, finance, or a related field.
- Proficiency in the use of computer software programs including the Microsoft Office suite.

Preferred Qualifications:

- Bachelor's Degree from an accredited college or university with major course work in urban planning, economic development, public or business administration, finance, or a related field.
- Two (2) or more years' experience in economic development, business attraction and/or development research, community development planning, or a related field.
- Proficiency in the use of desktop publishing using the Adobe Creative Suite.
- Knowledge of geographic information systems and proficiency in the use of Esri ArcGIS.
- Membership and participation in related professional organizations.
- Designation or educational experience in pursuit of designation as a Certified Economic Developer (CEcD) are desirable.

Any equivalent combination of education, training, and experience, which provides the requisite knowledge, skills, and abilities for this job, may be substituted for evaluation at the discretion of organization management.

PERFORMANCE APTITUDES

Physical Ability: Tasks require the ability to exert light physical effort including, but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds and less). Tasks may involve extended periods of time in seated position and at a keyboard or workstation.

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size, and complexity. Duties require an attention to detail that ensures accuracy in the development of published materials and data products.

Equipment, Machinery, Tools, and Materials: Tasks require the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials, commensurate with duties of the position.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.

Please email resume and cover letter to:

Brooke Ferguson
Economic Development Director
bferguson@scacog.org

The Appalachian Council of Governments is an Equal Opportunity Employer