



THIRD
STREET
PROMENADE

Downtown Santa Monica, Inc. (DTSM, Inc.)
Data and Research Manager – Position Description

DTSM, Inc.

The mission of DTSM, Inc. is to work with the City of Santa Monica to promote economic stability, growth and community life within Downtown Santa Monica. Through responsible planning, development, management, and coordination of programs, projects and services, we benefit the community as a whole; including downtown businesses, property owners, residents & visitors.

Job Description

The Data and Research Manager is responsible for identifying and managing data to inform policy decisions that further the reputation and economic viability of Downtown Santa Monica. The Data and Research Manager is an exempt position and reports to the Director of Marketing and Partnerships.

Essential Tasks and Responsibilities

The Data and Research Manager will play a vital role in determining policy in Downtown Santa Monica, researching and presenting all relevant data necessary to inform Board and Staff decisions. In addition, they will regularly engage with City of Santa Monica Staff and local stakeholders to gather insights to better understand the community's goals and values, and how these may be furthered using data and statistics.

- Research, create, and present reports to verify or amend policy strategies for DTSM, Inc. programs and services for operations, marketing, and economic development
- Use data to monitor DTSM, Inc. and partner programs for clean and safe services, parking, and economic vitality
- Maximize value for Downtown Santa Monica businesses and stakeholders by providing comprehensive data analysis and conducting qualitative and quantitative research
- Monitor industry trends, competitive landscape, and community feedback, adjusting content and the organization's research strategy accordingly
- Manage the day-to-day reports and services of data and research vendors
- Regularly survey stakeholders to understand the needs and sentiments of the community
- Manage and maintain an accurate internal database of stakeholder information

- Track real estate trends in Downtown Santa Monica including but not limited to
 - Area development Projects
 - Ground floor retail tracking by category (restaurants, retail, etc.)
 - Sales volumes (trends by category and area)
 - Transit, pedestrian, and traffic counts
 - Census information and area demographics (residents, visitors and workers)
 - Visitor counts for events
 - Office space (gross, vacant, Class A, B & C)
 - Retail space (gross, vacant, type)
 - Lease rates & land prices
- Produce accurate and compelling data and graphics for websites, blogs, newsletters, and other publications
- Track and analyze statistics at regular intervals, compiling reports as needed
- Formulate recommendations to executive management on policy matters
- Cultivate and maintain professional relationships with a variety of external contacts, including city staff, community organizations, stakeholders, brokers, and vendors
- Attend board and committee meetings, including occasional evening hours
- Complete special projects and other duties as assigned

Position Requirements and Preferences

- Undergraduate degree or relevant work experience required
- Excellent written and verbal communication skills required
- Experience with Tableau required
- Experience with Placer.ai preferred
- Experience with Springboard, CoStar, Salesforce, Smarking, Adobe Cloud, Election Runner a plus
- Understanding of graphic design preferred
- Proven ability to work with a team in a fast and innovative environment

Compensation and Benefits

- Salary of \$80,000 to \$85,000
- Platinum-level health care benefits including dental and eye care insurance
- Long Term Disability
- Paid parking
- Paid holidays and generous PTO
- Retirement plan

Commitment to Diversity

Downtown Santa Monica, Inc. is an Equal Opportunity employer, and does not discriminate on the basis of race, color, national origin, ancestry, religion, gender, sexual

orientation, age, physical disability, mental disability, marital status, veteran status, genetic information, or any other characteristic which may be specified by law or agency policy.

To apply please email a short cover letter and resume to Ariana Gomez at ariana@downtownsm.com.