



**POLICYMAP DATA ANALYST  
POSITION DESCRIPTION**

**Job Title:** Data Analyst  
**Department:** PolicyMap  
**Reports to:** Director of Data and Product Development  
**FLSA Status:** Exempt  
**Prepared Date:** February 19, 2016  
**Location:** Philadelphia, PA

**ABOUT POLICYMAP**

PolicyMap is a national online mapping tool and platform that enables government, commercial, non-profit and academic institutions to access data about communities and markets across the US. It is used for research, market studies, business planning, site selection, grant applications and impact analysis. What began as solely a mapping tool has grown into a platform from which our clients leverage data and access their own instances of the mapping interface—either through maps on their websites or through proprietary site licenses. Launched in 2008, we now have over 300 clients, including agencies of the Federal Government, Fortune 500 companies, major universities, non-profits, real estate firms, and the media.

PolicyMap is a wholly owned LLC of Reinvestment Fund, a national leader in rebuilding America's distressed towns and cities, through the innovative use of capital and information. A Community Development Financial Institution (CDFI), Reinvestment Fund finances a variety of projects and activities including food access, health care, education and housing, to build healthy communities in under-invested places. Reinvestment Fund has long recognized that information drives change in all sectors: public, private, and civic — and that getting that information has not always been simple or efficient. Data and analytics need to be reliable, consistent, and relevant. They need to be readily accessible. And they need to be responsive to the issues public and civic organizations are trying to understand. Changes in technology and the advent of online mapping applications are creating a new opportunity for the public and civic sectors to increase their ability to use and share good data and analytics to inform decisions.

**POSITION SUMMARY**

PolicyMap seeks a Data Analyst to contribute to the Data and Product Development Team by sourcing, acquiring, maintaining and curating data for our online data and mapping services, including data concerning housing, poverty, and health, to name a few. The Data Analyst has direct contact with existing PolicyMap clients and potential clients and is responsible for interpreting their needs and providing a work product consistent with the expectations of the client and of the Team. This role also requires candidates who are invested in and enthusiastic about providing attention to detail to the

PolicyMap platform by testing beta products and QA of the various PolicyMap products, which include our main site, our major client projects, and our API offering.

Reporting to the Director of Data and Product Development, the Data Analyst will research and procure datasets, analyze, and process them using MS SQL Server Management Studio, MS Access and ArcGIS. He/she needs to have strong writing skills and the ability to translate technical data descriptions into user friendly text accessible to our spectrum of users.

The Data and Product Development Team is a collective work effort in which attention to detail and enthusiasm for our products and for our clients are core values. We work well independently, and we take ownership of our individual workloads, while leveraging the strengths of all our team members through collaboration. The 5-person data team is agile, creative, and uses the best tools and approaches at hand for each task.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

##### **Data Set Processing**

- Research and procure large and small public, proprietary, and subscriber datasets
- Collect, process and document our datasets using SQL, MS Access and ArcGIS
- Communicate with tech team to ensure data appears properly in PolicyMap
- Author documentation of process and dataset indicators
- Provide validation and quality assurance of datasets
- Validate other team members' datasets

##### **Client Services**

- Manage custom project work, working iteratively with larger clients, from initial scope development to final deliverable
- Serve as primary client contact for many of PolicyMap's subscribers and larger clients
- Advise clients with preparation of their subscriber dataset, separate mapping interface and/or site license

##### **Other**

- Participate in testing beta versions of new features
- Brainstorm with team about new functionality and site improvements
- Write weekly articles for the PolicyMap blog
- Provide occasional online trainings to prospective PolicyMap users
- Contribute to quarterly Mapchats webinar series effort

#### **EDUCATION, EXPERIENCE AND QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree required with preference for Master's Degree in urban planning, public policy, health services research, economics, public health, anthropology, sociology, demography or other related fields
- Two years' commensurate work experience required (can include internships)
- Demonstrated proficiency and experience required with GIS (ArcGIS), SQL and/or MS Access, or other relational databases; one or more statistical software programs (SPSS, SAS, R) a plus

- Experience using federal data, such as U.S. Census and Bureau of Labor Statistics (BLS)
- Familiarity with current public policy issues and community development concerns
- Proven organizational skills and attention to detail
- Excellent technical and compositional writing skills
- Strong project management skills
- Excellent interpersonal and customer service skills

#### **COMPETENCIES:**

To perform the job successfully, an individual should demonstrate the following competencies:

- Ownership/Accountability – Actively manages work and issues through to completion.
- Customer Service – Understands and manages customer expectations.
- Initiative – Anticipates and communicates challenges and opportunities.
- Commitment – Demonstrates sense of passion and urgency for work, mission and organization.
- Adaptability – Sees opportunity and risk for continuous improvement.
- Efficiency and Productivity – Determines priorities and allocates time and focus accordingly.
- Professional/Technical Expertise – Understands and applies technical/procedural knowledge of job.

#### **COMPENSATION AND BENEFITS:**

PolicyMap offers a competitive salary based on experience and skills, as well as an excellent benefits package including employer-paid health, disability and life insurance, 401(k) savings plan with employer match, flexible spending accounts (medical, dependent care, and transportation), tuition reimbursement, generous paid time off, and EAP program.

#### **TO APPLY**

Please mail, email, or fax **resume with cover letter, salary requirement and research and/or writing sample to:**

Elizabeth Nash  
 Director of Data and Product Development  
 PolicyMap  
 1700 Market Street, 19<sup>th</sup> Floor  
 Philadelphia, PA 19103  
[elizabeth.nash@policymap.com](mailto:elizabeth.nash@policymap.com)

PolicyMap is an **Equal Opportunity Employer**. PolicyMap does not discriminate in hiring or employment practices on the basis of race, color, religion, gender, age, sexual orientation, marital or familial status, national origin, non-job related disability, or status as a veteran. **Minority candidates are encouraged to apply.**