



<b>Title:</b>	Director of Research	<b>Revision Date:</b>	October 1, 2024
<b>Reports to:</b>	Chief Operating Officer	<b>FLSA Status:</b>	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
<b>Department:</b>	Research (Dept. Head)	<b>Work Status:</b>	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time

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### **JOB SUMMARY**

The Director of Research is responsible for implementing and facilitating all research functions of Downtown Vision, the non-profit business improvement district for Downtown Jacksonville, as a primary source for data and analysis concerning the revitalization of Downtown. The Director maintains a thorough and current understanding of best practices in evaluating urban revitalization progress. The Director further gathers and analyzes large-scale data sets regarding Downtown Jacksonville’s performance against relevant metrics and coordinates the dissemination of this information through yearly reports, online dashboards, responses to individual requests, and other channels. Finally, the Director tracks data regarding the efficacy of Downtown Vision projects and programs for use in organizational reporting and to inform strategic decision-making.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Benchmark and analyze available data and information to identify trends regarding key indicators of Downtown’s vitality, including: Employment, Multi-Family Residents, Multi-Family Housing Units, Office Space Vacancy, Number of Vacant Store Fronts in the City Center, Number of Restaurants and Bars in Downtown, Number of Full Service Grocers, Tax Value, Hotel Occupancy, ADR, Annual Overnight Guests, Number of Daily Downtown Visits, Inactive COI Assets by Acreage, Transportation and Infrastructure expansions, and Development and Investment.
- Liaise with the Downtown Investment Authority and Build Up Downtown on collaborative research initiatives, ensuring synergy, and shared goals.
- Utilize available tools and information to respond to public- and private-sector stakeholder requests concerning the status and progress of Downtown’s revitalization. Timely fulfill any reporting requirements associated with externally sponsored research initiatives.
- Utilize various external data sources and software tools to develop large-scale datasets relevant to Downtown’s development and progress (Placer.ai, CoStar, ESRI, Spatial GIS, District360, Survey Monkey, and SMART).
- Lead the development, approval, and dissemination of the annual State of Downtown Report, which utilizes the data and analysis described herein to provide a yearly snapshot of Downtown’s progress against common identifiers of urban revitalization.
- Maintain interactive online dashboards to publicly share insights on various trends and patterns in metrics affecting Downtown’s revitalization progress, including, but not

limited to, COVID-19 recovery, visitor traffic, audience personas, and brand category affinities.

- Coordinate with the City of Jacksonville Property Appraiser to annually project revenues associated with the DVI property assessment and finalize the list of property parcels included in the DVI District.
- Maintain a current and thorough understanding of industry best practices for identifying and evaluating urban revitalization metrics.
- Administer audience segmented surveys to gather feedback on experiences and perceptions, identify needs, and track changes in opinions and behaviors. Analyze results for trends and patterns to inform internal and external strategic decision-making.
- Track and analyze data and information concerning the efficacy of Downtown Vision projects and programs and lead the development, approval, and dissemination of the Annual Report summarizing the organization's progress against its mission.
- Manage the Research Department Budget to ensure all projects and functions are executed within fiscal limitations. Identify, evaluate, and pursue revenue opportunities where appropriate.
- Attend and support program staff in the production of DVI special events including, but not limited to: First Wednesday Art Walk (monthly), Sip and Stroll (monthly), the #DTJax Gala (annual), and the #DTJax Awards (annual).
- Other duties as assigned.

## **JOB REQUIREMENTS**

### **Skills, Abilities & Competencies:**

- Regular, predictive attendance in an office setting
- Strong interpersonal skills with the ability to develop effective relationships with key stakeholders
- Advanced computer skills with an aptitude for the adoption and effective utilization of new software; Prior familiarity with the full Microsoft Office and Google software suites
- Familiarity with and an aptitude for utilizing software and tools meant for the gathering, manipulation, and visualization of large datasets
- Strong analytical skills with the ability to utilize large quantities of data and information to evaluate the effectiveness of programs and investments
- Exceptional interpersonal skills with the ability to develop effective relationships with key stakeholders in support of collaborative research initiatives
- Energetic and creative with a strong team spirit
- Able to think critically, handle multiple projects simultaneously, and meet performance deadlines in a sometimes fast-paced environment
- Mission-driven with a passion for the success and progress of Downtown Jacksonville as Northeast Florida's key urban center
- The ability to stay current with industry trends, emerging technologies, and best practices in research methodologies
- Must be willing to work a flexible schedule, attending and working all DVI events

**Education & Experience:**

- Bachelors degree from an accredited university; Masters or graduate degree preferred
- 5+ years of data science, economic development, urban planning, or other related research experience

**Physical Demands:** While performing the essential functions of this job, the employee is regularly required to stand, walk, sit, reach with hands and arms, stoop, kneel, crouch, talk, and hear. During events and at other times, standing and walking for extended periods will be required. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close, distance, and peripheral vision, depth perception, and the ability to adjust focus while working on the computer or reading and reviewing printed documents.

**COMPENSATION AND INSTRUCTIONS**

- This is a director-level position with an expected salary of \$70,000-\$90,000 annually, plus benefits, commensurate with experience and education.
- Qualified candidates should email a PDF cover letter, resume, and references to [noah@dtjax.org](mailto:noah@dtjax.org). No phone calls, please. Downtown Vision, Inc. is an equal-opportunity employer.