Economic Development Analyst

The National Landing Business Improvement District (BID) is seeking an economic development professional to serve as the organization's **Economic Development Analyst**. This newly created position will work within the Planning and Development Division and will support all aspects of the BID's programmatic work in economic development, development review, and community planning. This role will help inform the BID's market strategy by uncovering opportunities for growth through data and analysis and will amplify the organization's economic development program across market sectors. We are looking for a high energy, entrepreneurial professional to support the BID's mission to become an inclusive, vibrant, and well-connected downtown by elevating the area's economic development profile regionally and nationally. The ideal candidate will be excited about our team-based environment, will champion National Landing's competitive position through the development of quarterly market profiles, and will creatively develop new infographics and data visualizations for public facing reports and presentations. This role will be engaged in tracking, monitoring, and reviewing ongoing development and planning projects and help shape development transforming the area. The analyst will assist with small business support including grant programs. All candidates interested in applying must be passionate about National Landing's vibrant future and have a proven track record in economic development, urban planning, real estate, or community development. If you get motivation by working in a fast-paced, results-oriented environment and are interested in learning from forward-thinking, thought leaders and placemaking experts, please consider applying. This position will report directly to the VP of Planning and Development and will work closely with the Planning and Transportation Project Manager.

NOTE: This position was previously advertised under a Project Manager title, but has since been restructured as an Analyst position. This is an early career opportunity suited for recent graduates with technical capabilities including mapping, data visualization, and analytical skills.

Primary Job Responsibilities
- Manage and update the BID's economic development portfolio by tracking key market data indicators aimed at making the BID the go-to source for market intelligence. Responsibilities include:
    - Update the BID's development information database across market sectors and track existing companies and businesses within the BID. Track new lease activity and support leasing activity.
    - Monitor key benchmarking data and to support tenant attraction and retention; track key indicators for women and minority owned small business.
    - Support the development of quarterly market reports by monitoring and tracking the BID's demographic data, fiscal and economic impact data, and real estate market trends across residential, office, retail and hospitality sectors.
    - Use of market data platforms like CoStar and STR
    - Work with BID's Marketing & Communications team to ensure data is integrated into marketing collateral.

- o Coordinate with Arlington County on data-sharing and outreach.
- Coordinate and track progress on all new real estate development and public infrastructure projects in National Landing.
- Perform mapping and GIS work for the BID and oversee a project development database and corresponding maps/models including the development map.
- Work with Planning and Development Team to coordinate development updates with construction managers related to progress on local development.
- Along with Planning & Transportation Project Manager, monitor and participate in Arlington County's various planning processes for land use, parks, and other planning-related studies including reviewing documents, attending meetings, and formulating formal responses.
- Support business outreach and development efforts working with the Communications and Outreach Coordinator
- Develop and manage grant programs that support the viability and resilience of existing brick and mortar retail and restaurant businesses and increase opportunities for small, minority-owned businesses.
- Help develop and project manage equity and sustainability initiatives.
- Create strong visual representation of data in maps, presentations, reports, etc.

Required Skills/Qualifications
- Bachelor's degree with 3-4 years of work experience or Master's degree with 1-2 years in planning, community/economic development, architecture, real estate, or related field or planning professionals with comparable experience;
- Substantive knowledge of and interest in urban planning, community and economic development, urban design, and real estate
- Strong writing, editing, communications, and interpersonal skills
- Analytical orientation and excellent organizational and project management capability
- Strong mapping and GIS skills
- Data visualization skills and facility working with Adobe Creative Suite (Photoshop; InDesign) preferred
- Flexible, adaptive, resourceful, and capable problem-solver
- Ability to manage multiple projects, meet deadlines and work collaboratively as part of a team
- Experience using Microsoft Office Suite; Google Workplace, Tableau, Arc GIS, Microsoft Excel, CoStar, STR Data, and other economic development market programs
- Enthusiastic and enjoy working in a dynamic, flexible, fast-paced environment

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. The BID celebrates diversity and is committed to cultivating a highly talented workforce and provide a welcoming, inclusive, collaborative, and fun work environment, where work-life balance is valued for every employee. Creativity and entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

We look forward to hearing from you!
Interested applicants should provide cover letter and resume to **careers@nationallanding.org** with a subject line of "Economic Development Project Analyst" **no later than Friday, November 12th, COB.**

ABOUT National Landing BID
The National Landing Business Improvement District is a non-profit organization that thrives on its strong private-public partnership with Arlington County and local property owners. Formerly known as the Crystal City BID from 2006 to 2020, this membership coalition continuously promotes and activates the local business, retail, restaurant, and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. The Crystal City BID officially expanded its boundaries in 2020 and is now known as the National Landing BID unifying the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard in Arlington, Virginia. This includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,500 hotel rooms and over 450 restaurants and shops.

Already Virginia's largest walkable downtown, National Landing is during an exciting transformation driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years. The National Landing BID is helping to steer this growth in ways that are sustainable and enhance the area's diversity and livability. For more information, visit on Twitter, Facebook and Instagram.

Despite the current pandemic, the National Landing area is on the cusp of a massive transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a vibrant residential, hotel, and business community. The BID is strengthening the experience and identity of this urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.
The organization has undergone a major overhaul in the last two years. Since August 2018, the organization has hired a new Executive Director, completed a comprehensive strategic planning process, launched the area's new name and brand identity, successfully expanded the BID's geographic area by 76% percent, and welcomed a nearly $2 million increase in annual budget effective July 1, 2020. With this geographic, programmatic, and budgetary expansion, the BID is anticipated to more than double the size of its current operation.

Check out how National Landing is an urban center, reimagined, and how three neighborhoods are stronger together through this 1 minute VIDEO.

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