

# Job Position: Research and Economic Development Specialist

## Central Houston, Inc.

**Central Houston, Inc.** is an advocate for downtown's development and revitalization. Central Houston, in association with other entities – Central Houston Civic Improvement, Inc., the Houston Downtown Management District, and the Downtown Redevelopment Authority (TIRZ No.3) has facilitated many of the public and private projects that have transformed downtown since the mid-1980's. Past and current projects include the restoration of the historic Rice Hotel, the Downtown Living Initiative to catalyze residential development, and creation of the downtown innovation hub, The Launchpad. More information on these organizations and downtown can be found at the following websites: [downtownhouston.org](http://downtownhouston.org), [downtowndistrict.org](http://downtowndistrict.org), [downtowntirz.org](http://downtowntirz.org) and [centralhouston.org](http://centralhouston.org).

**Description:** Seeking a Research and Economic Development Specialist for Central Houston and its affiliated entities in measuring and reporting on the economic and social drivers that impact a thriving downtown. The position is responsible for coordinating economic development research activities including collection of market data and analyses thereof, building and maintaining a research library and database, producing market reports that provide insights into the built environment and the people that occupy it, responding to research requests and supporting economic development and advocacy activities. This position reports to the Director of Economic Development.

## Essential Duties and Responsibilities

### Data Management

1. Research, retrieve and manage data, conduct data analysis, and contribute written content and design direction for the visual display of quantitative and qualitative findings for downtown and the central city for databases 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 and workers)
  - Visitor counts for main attractions, conventions and events
  - Office space (gross, vacant, Class A, B & C)
  - Retail space (gross, vacant, type)
  - Lease rates & land prices
2. Maintain and update downtown's real estate market conditions database and the development project database for the multi-family, office and hotel development sectors.
3. Maintain the retail tracking database and manage the retail tracking strategy in collaboration with the organization's marketing and operations teams.
4. Serve as a point of contact for research partners at local, regional and national firms that oversee and maintain real estate tracking, tourism data, and other related fields.
5. Serve as a primary user of third-party data tracking technologies subscribed to by the organization, such as demographic reporting platforms, pedestrian tracking platforms, real estate tracking platforms, etc.
6. Provide mapping support via Google Maps, CoStar and other subscription-based platforms.

### Research

1. Develop familiarity with local, regional, and national resources in commercial real estate and urban development that can provide reliable sources of research data and related information that supports economic development in downtown.
2. Update annually the organization's proprietary research survey related to office leasing, The Downtown Office Story. Make presentations of summary data to the commercial real estate community.
3. Monitor trade publications, newspapers and magazines for relevant topical information and document as necessary.
4. Monitor new/existing research, collect market data and maintain files on relevant market and economic development information from other downtowns/related markets throughout the US and internationally.

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#### **Economic Development Assistance**

1. Work to assist the Director of Economic Development on research projects as needed to provide information requested by government agencies and corporate site selectors.
2. Provide research for various internal and external requests in a timely manner.
3. Prepare quarterly updates on development activity, leasing, retail and restaurant activity, and other areas of interest to downtown stakeholders.
4. Track for statistical reporting the number of data requests received from partner agencies, the general public, or downtown stakeholders.
5. Prepare data for marketing or communications efforts as needed.

#### **Other Duties**

1. Support the events team in maintenance of pedestrian tracking technology and other technologies that provide data to the organization.
2. Monitor, maintain and update all appropriate research data and market information on the organization's website.
3. Other duties that may be assigned relevant to the mission of the organization.

#### **Essential Qualifications and Skills:**

- Bachelor's degree in Business, Economics, Journalism or related field.
- Previous work experience related to market research and data analysis, experience in real estate development preferred.
- Excellent writing skills and attention to detail.
- Experience working with Excel required.
- Excellent verbal, written, presentation and interpersonal skills, with a strong level of intellectual curiosity, and willingness and ability to learn new things.
- Ability to plan, organize, manage and multitask.
- Proactive and able to work independently as well as in a team environment.

Salary range is contingent upon knowledge and experience. Full benefits, including group health insurance, a transportation allowance, and an employer-matching 401k plan are offered. For initial application, begin with sending a resume by email to [jstraywick@centralhouston.org](mailto:jstraywick@centralhouston.org).