



The Destination Sales and Marketing Group, Ltd.

The Destination Sales and Marketing Group (DS&MG) is a professional services company based in Arlington, VA. DS&MG has lead the way in the Transportation Demand Management (TDM) industry since 1998 and has a solid reputation as a firm that creates innovative programming with measurable results. DS&MG is contracted on a long-term basis with Arlington County Commuter Services (ACCS), to operate and manage Arlington Transportation Partners, Bike Arlington, Walk Arlington, and Mobility Lab. We offer our clients a comprehensive suite of services to support successful transportation-program implementation making it easy for businesses and residential communities to offer transportation benefits to their employees and residents by promoting bus, rail, biking, walking, carsharing, car and vanpooling, as well as telework, compressed work weeks, and flexible scheduling.

Mobility Lab is a transportation think tank and research center, a place where Transportation Demand Management and public transportation management ideas and strategies can advance competitively through research, collaboration, technology and training. The Destination Sales & Marketing Group provides our diverse staff of research consultants, content developers, and managers with an innovative and varied working environment; competitive salaries and benefits.

Data Analyst, Mobility Lab

Position Summary

Employees of Mobility Lab work in a collaborative and creative environment towards reaching a common goal of making sustainable transportation options easier to access for everyone. The Data Analyst will help Mobility Lab innovate and increase our impact through the effective collection, analysis and reporting of transportation and marketing data and analytics to inform strategy. The Data Analyst will handle a wide range of data questions and will present the findings in accessible and exciting ways, being able to communicate them in exceptional ways both verbally and graphically.

The Data Analyst assists with integrating transportation data into the programs DS&MG runs for various clients, enhancing Mobility Lab's research findings and further bringing "research to practice" for DS&MG and ACCS programs. The Data Analyst supports Mobility Lab's in-house capacity for collecting and analyzing data and making informed, evidence-based, data-driven recommendations. The Data Analyst reports directly to the Director of Research and Communications and interacts with other Mobility Lab, ACCS, and DS&MG staff members.

Responsibilities

- Collects, organizes, and analyzes transportation and other relevant data in order to help develop actionable insights and inform Mobility Lab's strategy.
- Presents data analysis in compelling and exciting ways, including through data visualization.
- Supports data-related needs of all DS&MG and ACCS colleagues.
- Tracks key performance indicators and benchmarks and collaborates with colleagues to answer specific questions through data analysis.

- Helps our research teams compile all pertinent data collection for the comprehensive Transportation Demand Management (TDM) program for the Arlington County Commuter Services program.
- Conducts data analysis using FHWA and TRIMMS evaluation and return on investment calculator to measure annual TDM program effectiveness.
- Helps our communications teams present data analysis for outreach, keynote speeches, internal presentations, online, and for media relations.
- Collaborates to identify data projects leading to the creation of the department's annual work plan.
- Conducts other data and analytics projects as required, and assists with data-related requests from colleagues, partners, and clients.
- Regularly reports results.
- Keeps informed of relevant innovations in technology and data and regularly keeps colleagues informed.
- Assists with additional duties as determined.

A few examples of potential projects

- Showing where and how people get around in specific corridors and places, and identifying opportunities for advancing better transportation options.
- Compare employee and corporate TDM and transportation-assistance programs.
- Aggregate and present data visualizations based off national, regional, and localized databases, like those provided by the Washington Council of Governments, the League of American Bicyclists, the U.S. Census, and the American Public Transportation Association.
- Help secure data from transportation entities that could benefit from better storylines that could be shown through presentation of their data.
- Work with specific clients, such as Arlington Public Schools and DS&MG's corporate partners, to use their wealth of data to help them achieve better transportation-related outcomes.
- Compare various modes of travel.

Qualifications

- Excellent data gathering, analytical, problem-solving, and consulting skills.
- Possession of excellent oral and written communication skills, including discussing data and analysis.
- General knowledge of common primary and secondary sources of data, as well as a curiosity for exploring, discovering, and using new sources.
- Excellent time-management skills.
- Demonstrated ability to be proactive in identifying and offering solutions to problems.
- Proficiency with a variety of data collection and presentation software and technology.
- Bachelor's degree in geography, business, public policy, economics, sociology, psychology, computer science, math, statistics, engineering, data science or urban planning. Candidates with degrees in economics, business, sociology, psychology, computer science, math, engineering, data science and statistics must demonstrate an interest in cities, transportation, and/or marketing.
- At least two to three years of professional experience in data analysis is preferred.

Business Tools Requirements

- GIS mapping and analysis
- Google GIF Maker
- Microsoft Suite, including Excel, Access, and PowerPoint
- Data manipulation technology or scripting language – R, SQL, PowerShell, Python, Regular Expressions
- Working knowledge of tools for creative endeavors such as online polling and gamification
- Working knowledge of how to use data-inspired imagery on social media and online
- Tableau and In-Design a plus.

Compensation

Excellent benefits, generous leave, 401K plan, compressed work week, transportation benefits.

Salary negotiable based on experience between \$56,000 and \$64,500 annually.

Please submit a cover letter and resume to Paul Mackie, Mobility Lab Director of Research and Communications, at paul.mackie@mobilitylab.org. Please write *Data Analyst, Mobility Lab* in the subject line.