



CITY OF MCKINNEY

JOB DESCRIPTION

JOB TITLE: MEDC Business Intelligence Analyst
REPORTS TO: MEDC President
FLSA: Exempt

JOB CODE: 4070
SAFETY SENSITIVE: No
GRADE: 18

WORKING FOR THE CITY OF MCKINNEY

Working for the City of McKinney is more than a job. It is an opportunity to make a meaningful difference in the lives of others. It is also an opportunity to have a hand in the development of one of the fastest growing communities in the nation. Proudly recognized on the Top Workplaces USA list by USA TODAY, our team is dedicated to making McKinney one of the best places to work, live, and raise a family. That's why we exist. Join us and start making a difference today.

OUR CORE VALUES

City of McKinney employees work hard and at a very fast pace. However, we also look after and support one another. All of us are guided by four employee-inspired values – Respect, Integrity, Service, and Excellence (RISE). We are also supported by servant-based leaders who foster and support a healthy, family-oriented culture. All new employees are expected to embrace and live by our core values and commit to helping us sustain our exceptional work environment as a high performance organization (HPO).

SUMMARY OF POSITION

The Business Intelligence Specialist plays a critical role within the McKinney Economic Development Corporation, contributing to the strategic goals of economic growth and community development. Under the guidance of the MEDC President, this position is responsible for gathering, analyzing, and interpreting complex data to provide actionable insights that inform our strategic direction and support the organization's vision, goals, and objectives on a regional, national, and international basis. The position works closely with internal teams and external stakeholders to develop and implement data-driven strategies that enhance decision-making processes. This role requires a strong analytical mindset, proficiency in data management and visualization tools, the ability to communicate findings effectively to both technical and non-technical audiences, and the capacity for innovation and creativity.

GENERAL EXPECTATIONS FOR ALL EMPLOYEES

In order for us to continue to achieve our primary function of making McKinney a better place to live, work, and raise a family, we hold these expectations for all employees.

- Learn and demonstrate an understanding of how team, department, and City goals are interconnected.
- Contribute to a positive work culture.
- Maintain regular and reliable attendance.
- Ability to assess his/her work performance or the work performance of the team.
- Contribute to the development of others and/or the working unit or overall organization.
- Ability and willingness to work as part of a team, to demonstrate team skills, and to perform a fair share of team responsibilities.
- Ability to continuously learn and develop through a mix of internal and external training opportunities, and if applicable, encourage subordinates to do the same.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Gathers and analyzes data related to economic trends, business environments, workforce development, and other relevant areas.
- Develops and maintains databases and data systems necessary for projects and departmental functions.

- Creates detailed reports and visual presentations to communicate insights and recommendations to senior management and stakeholders.
- Utilizes tools such as Tableau, Power BI, or other visualization software to present data in a clear and impactful manner.
- Identifies opportunities for economic growth and development based on data analysis, as well as, ways to automate, standardize, and maintain the collection of and analysis of relevant data using; determines methods to validate analysis using standard methods and best practices.
- Works closely with internal teams to align data initiatives with organizational goals; as needed, coordinates the transition and implementation of data repositories and analytics, providing training opportunities and documentation for staff to ensure that business intelligence can be well-integrated throughout the department.
- Serves as a liaison between the organization and external data providers, ensuring the accuracy and reliability of data sources.
- Stays updated with the latest trends and technologies in business intelligence and data analytics.
- Implements best practices and innovative approaches to enhance the organization's data capabilities, standard operating procedures, key performance indicators (KPIs), compliance requirements, and general reporting systems.
- In coordination with the team, oversees the development and updating, as needed, of the organization's strategic plan.
- Monitors progress of goals and objectives as outlined in the strategic plan utilizing performance metrics and regular reporting to assess and communicate outcomes.
- Conducts benchmark analyses of competitive markets and identifies areas of opportunity and weakness to improve the competitiveness of the community.
- As needed, analyzes real estate development projects, conducts cost-benefit analyses, completes due diligence, and makes recommendations to leadership to include incentive and project financing structure.
- Coordinates with Marketing team to provide data for targeted collateral, messaging, and campaigns.
- Provides general administrative support as required, which includes, but is not limited to, assistance with document preparation, call management, meeting coordination, presentation development, travel arrangements, and tracking/reporting expenses.
- Performs necessary manual labor and skilled tasks that may require lifting heavy objects, stooping, bending, and twisting.
- Complies with all City of McKinney policies and procedures.
- Adheres to assigned work schedule as outlines in city and department policies and procedures.
- Assists with other projects and activities as directed.

OTHER JOB FUNCTIONS:

- Assists with special events, group meetings, and consultant tours.
- Prepares and delivers presentations to community leaders.

KNOWLEDGE, SKILLS, ABILITIES, AND BEHAVIORS

- Ability to embrace and embody the City's core values of Respect, Integrity, Service, and Excellence (R.I.S.E.).
- Ability to communicate effectively with peers, supervisors, subordinates, and people to whom service is provided.
- Skill in preparing clear and concise memorandums in non-technical terminology.
- Ability to produce desired work outcomes, including quality, quantity, and timeliness.
- Ability to plan and organize work, time, and resources, and if applicable, that of subordinates.
- Ability to produce desired work outcomes, including quality, quantity, and timeliness.
- Highly detail-oriented; resourceful; proactive; solution-focused; Ability to work independently, demonstrating self-motivation, enthusiasm, willingness to learn; and strong work ethic.
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of generally pre-defined duties which are often characterized by frequent change.
- Ability to interpret instructions furnished in written, oral, diagrammatic, or schedule form.
- Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

- Ability to calculate, compute, tabulate and summarize data and/or information. Includes the ability to perform subsequent analysis and actions in relation to these computational operations.
- Ability to operate computer, printers, AV, and other office equipment.
- Knowledge of regulations and procedures concerning economic development, as well as statistics and mathematics applicable to economic analysis.
- Knowledge of methods and sources used in analyzing local economic trends and industry trends.
- Knowledge of Federal, State, and other resources for economic development and business assistance.
- Skill in preparing, editing, and developing responses to politically sensitive or confidential correspondence.
- Ability to maintain strict confidentiality.

MINIMUM QUALIFICATIONS

Any work related experience resulting in acceptable proficiency levels in the below Minimum Qualifications may be an acceptable substitute.

Bachelor's degree in the field of business administration, public policy, economics, finance, data science or closely related field; supplemented by one (1) year previous experience and/or training in an economic development environment; or equivalent combination of education, training, and experience.

CONDITIONS OF EMPLOYMENT

- Must pass a drug screen and background check.
- Must have Class C Texas Driver's License.
- Must be able to work evenings and weekends.
- Must be able to attend out-of-state events and conferences.

PHYSICAL DEMANDS

The ability to lift and / or exert force up to twenty-five (25) pounds may be required. May be subject to repetitive motion such as typing, data entry, and vision to monitor. May be subject to extended periods of standing, bending, reaching, kneeling, and lifting such as setting up for meetings and events, and transporting materials and supplies for presentations and programs.

WORK ENVIRONMENT

Tasks are regularly performed without exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

The above statements describe the general nature and level of work being performed as of the date of preparation and approval. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. The job description does not constitute an employment agreement between the employer and employee, and all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

The City of McKinney is an equal opportunity employer (EOE) committed to an alcohol / drug free workplace and to providing equal opportunities regardless of age, race, color, gender, religion, national origin, marital status, veteran status, disability or any other legally protected status.

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