



Data Analyst, Economic Development

Greater New Braunfels Chamber of Commerce, Inc.

Summary

The Data Analyst plays a key role in advancing the growth and development of the New Braunfels economy. This position supports the Chamber's Economic Development efforts by collecting, managing, and analyzing economic, demographic, and social data; conducting research and special studies; and translating analysis into Chamber publications, press releases, web content, and presentations. The Data Analyst also responds to data and research requests and provides support for marketing and outreach initiatives focused on business attraction, retention, and expansion.

About the Chamber

We are a membership organization that represents more than 1,600 local businesses. We partner with the public sector to administer tourism marketing and implement a public-private partnership for economic development. Our current economic development strategy, Confluence, is a five-year plan operating through 2027.

Roles and responsibilities

Core responsibilities

- Design, implement, and evaluate data collection methods, including surveys, questionnaires, and data acquisition from public and proprietary sources.
- Develop and maintain project proposals, Requests for Information (RFIs), and data-driven presentations in support of economic development initiatives.
- Monitor and analyze local, regional, national, and international economic trends impacting business growth, workforce, and investment.
- Prepare written reports and briefing materials that clearly communicate findings.
- Support business attraction, expansion, and retention efforts by providing market intelligence, workforce data, and site-selection analytics.
- Maintain and regularly update economic, demographic, and workforce data and ensure that public-facing data on the organization's website is current, accurate, and clearly presented.
- Prepare monthly, quarterly, and annual departmental reports for stakeholders.
- Maintain departmental CRM database.
- Participate and present on an as-needed basis in Chamber and economic development committees.



Additional roles and responsibilities

- Represent New Braunfels and the Chamber in local, regional and state organizations.
- Provide public presentations to various organizations, professional and civic groups.
- Participate in and support partner boards, committees, and collaborative working groups.
- Provide analytical support for strategic planning, grant applications, incentive analysis, and program evaluation.

Qualifications and skills

Knowledge, skills and attributes

- Experience in market and data analysis.
- Familiarity of local business issues (workforce trends, real estate development, regional mobility, transportation infrastructure, etc.).
- Excellent written and verbal communication skills required.
- Demonstrated aptitude for statistical and detail-oriented work.
- Demonstrated ability and maturity to manage projects and work with people at all levels, both internally and externally.
- MS Office (PowerPoint, Excel, Word, Outlook).
- Working knowledge of LinkedIn Sales Navigator, Gazelle, HubSpot and Salesforce
- GIS experience, Google Analytics, Canva, Tableau is a plus.

Education, experience and certifications

- Bachelor's Degree in Business Administration, Political Science, Public Administration, Economic Development, Planning, or related field required.
- 1-3 years management experience in equivalent field of operations
- Any combination of education and experience may be considered as a substitute for a degree or years of experience.
- A valid driver's license.

Additional information

- Reports to: Senior Vice President, Economic Development
- Location: New Braunfels, TX
- Assist and/or participate in travel as needed. Valid Texas driver license and passport.

Applicants should send a cover letter and resume to:

Michele Boggs
Senior Vice President, Economic Development
Michele@nbchamber.com