



## Data and Mapping Coordinator

### **Position Summary**

The Data and Mapping Coordinator will report directly to the Director of Policy and Planning and be charged with using data and mapping analysis to communicate the use and value of New York's network of parks, trails and public lands. This exciting opportunity will allow a dynamic candidate to fill a newly created position, helping to shape the future of PTNY's work and use data and mapping to influence statewide policy and funding decisions.

### **Detailed Responsibilities**

- Perform analysis and craft clear narratives to complete reports related to data on the use of New York's public lands, including the annual Who's on the Trail report and reports on the Economic Impact of New York's state park system and network of greenway trails.
- Design, write clear, compelling narratives, create graphics and other content, and prepare attractive and engaging reports, publications, and presentations that showcase data analysis and mapping efforts.
- Measure use on the Canalway Trail and other greenway trails by installing electronic trail counters, collecting data from counters, and developing meaningful reports to share the data through maps and narrative.
- Undertake research to further understanding of the volume and nature of trail use and visitation to public lands, best practices in tracking and collecting trail use and visitation data
- Explore innovative ways to use economic, public health, and environmental data to expand understanding of the benefits of New York's public lands and the challenges in ensuring those benefits are enjoyed equitably, that public lands are accessible by all, and that public health and economic development benefits from New York's public lands are enjoyed by all New Yorkers.
- Use mapping and data research and analysis to inform advocacy efforts to support New York's state park system and expansion of New York's network of greenway trails, including through the development of upcoming work to advocate for a second iteration of development of New York's Empire State Trail.
- Create, update and maintain interactive, public-facing maps on PTNY's website using ArcGIS online, and interface with external consultants and partners on all matters related to PTNY's CycletheErieCanal.com and Trailfinder interactive maps and other potential future mapping products.
- Contribute towards monthly newsletters, reports, and other publications through compelling narratives and graphics that use data to communicate opportunities for outdoor recreation, solicit interest in advocacy campaigns, promote stewardship opportunities, and help build brand awareness for major events.
- Use data to quantify and compose narratives around the impact of major PTNY events, including Cycle the Erie Canal and Cycle the Hudson Valley bike tours, I Love My Park Day, Canal Clean Sweep, and Park Advocacy Day.
- Support other programming efforts as needed, including attendance at organizational events, support of other projects, and other tasks as directed.

### **Requirements**

- Minimum B.S. in planning, public administration, statistics, geography, computer science or a related field and preferably experience working for non-profit or mission-driven organizations.
- Experience with GIS mapping software and database management and data analysis tools.
- Excellent written and oral communication skills, including facilitating meetings and delivering public presentations.
- Strong technical writing skills and ability to convey quantitative concepts to wide audiences
- A self-starter able to work on multiple assignments and projects and thrive in a collaborative and fast-paced office environment.
- Ability to undertake some in-state travel with overnight and evening commitments.
- A passion for New York's networks of parks, greenway trails, and public lands.

### **Additional Skills/Experience Desired**

- Familiarity with New York State trails and environmental and planning issues within the state
- Experience with design software, including Adobe InDesign, Illustrator and Photoshop, and Canva
- Experience with software for electronic communications and website development

### **To Apply**

Please send a resume and cover letter to [careers@ptny.org](mailto:careers@ptny.org), with the subject line “Data and Mapping Coordinator 2024\_(your name)”. **Priority will be given to candidates who apply by February 2, 2024.**

*Our organization is working to be an anti-racist, safe, and inclusive organization. BIPOC (Black, Indigenous, people of color) individuals, women, immigrants, people with disabilities, people of marginalized sexual orientations or gender identities, and people with low-income backgrounds are strongly encouraged to apply. We also encourage individuals belonging to the above groups who meet some but not all of the position requirements to apply.*

### **Compensation**

- The salary range for the Data and Mapping Coordinator is \$52,000-\$56,000 depending on experience.
- Our organization uses a hybrid in-person/remote office model. We are only considering New York State-based candidates at this time. Candidates located in the Albany/Capital Region area are preferred, but other qualified candidates will be given full consideration.
- PTNY staff work a 35-hour work week and offer flex time for staff.

Our organization is committed to offering a supportive space for staff to grow and thrive—in and out of the “office.” To that end, we offer paid professional development opportunities for all staff, 12 weeks of paid family leave, 15 days of paid vacation increasing to 20 days after 3 years of employment, and 25 days after 6 years. We also recognize 11 holidays a year, offer 12 days of sick leave, have four-hour Fridays in the summer, and close our offices for the week between Christmas and New Years. We also offer a 403(b) retirement plan with a 5% of salary match after 2 years of employment, life insurance after 6 months of employment, and fully-paid health and dental insurance immediately upon employment. Employees can opt into a vision insurance plan for a small monthly fee, and have access to a flexible spending account program, which provides the option to divert pre-tax earnings toward out-of-pocket health costs and dependent care expenses.

### **Hiring Process & Timeline**

Initial candidates will be contacted by email beginning the first two weeks of February to set up a brief introductory interview. We do not expect to have an introductory interview with all candidates who apply.

Selected candidates will be invited for an in-person interview with the Director of Policy and Planning and the Senior Director of Public Lands (remote options will be available for those who cannot travel to the office). As part of this interview, candidates may be asked to provide examples of past work, including mapping and data analysis projects. Those invited for an in-person interview will be notified within a week to two weeks of the initial interview.

We hope to have the selected candidate begin work in March 2024.