MICHIGAN SENATE
SENATE MAJORITY LEADER
POSITION POSTING

DATA DIRECTOR

SUMMARY:
Under the direction of the Senate Majority Leader and supervised by the Deputy Chief of Staff, the Data Director directs and oversees data infrastructure, constituent relationship management (CRM) systems, and analytics operations for the Majority Caucus. The Data Director develops data-driven strategies on behalf of the Senate Majority Leader to enhance official constituent outreach and advises Majority Caucus Members and staff on all data, demographic, web-development and digital analytics-related matters.

ESSENTIAL JOB FUNCTIONS:
- Collaborates with data and web development staff
- Provides support and guidance for constituent services staff as they manage, segment, and analyze constituent databases for the Michigan Senate
- Administers the caucus-wide Constituent Relationship Management (CRM) platform, ensuring data hygiene, system security, and seamless integration across all Majority Caucus Member offices
- Advises Majority Caucus Members, Chiefs of Staff, and central staff on data-driven outreach strategies, constituent segmentation, and district-level demographic trends
- Develops targeted audience universes for official legislative communications, including e-newsletters, print mailers, tele-town halls, and digital public service announcements
- Collaborates with the Communications and Digital teams to track, analyze, and report on key performance indicators (KPIs) across official web, email, and paid digital media platforms
- Utilizes Geographic Information Systems (GIS), U.S. Census data, and state agency datasets to build district profiles and visual mapping tools that illustrate the community-level impact of legislative and budget priorities
- Establishes standardized protocols for logging constituent correspondence, casework tracking, and community engagement metrics across member offices
- Conducts regular training and provides technical support for Majority Caucus Member staff on CRM best practices, list building, and data compliance
- Ensures all data collection, storage, and outreach practices strictly comply with Michigan Senate rules and state ethics laws governing the use of official legislative resources

SECONDARY DUTIES AND RESPONSIBILITIES:
- Performs other duties, as assigned by the Majority Staff Deputy Chief of Staff, Chief of Staff, the Senate Majority Leader, or Majority Caucus Member offices

EDUCATION/EXPERIENCE:
- Bachelor's degree required; advanced academic degree and/or technical certification in data science, information systems, public policy, or a related field preferred

- Five years of experience in data management, analytics, or CRM administration in the private or public sector, or three years of experience managing constituent, civic, or legislative data systems at the local, state, or federal level required
- Previous managerial and cross-departmental training experience are preferred
- Other combinations of education and experience are evaluated on an individual basis

SKILLS AND KNOWLEDGE REQUIRED:

- Advanced proficiency in administering legislative or enterprise CRM platforms (e.g., Indigov, Qualtrics, Salesforce, or similar constituent management systems)
- Strong technical command of relational databases, SQL, and advanced spreadsheet modeling (Excel/Google Sheets) for cleaning, merging, and analyzing large datasets
- Experience with data visualization and business intelligence tools and GIS mapping software
- Comprehensive understanding of digital analytics platforms (e.g., Meta Business Suite, Google Analytics) and email marketing metrics
- Thorough knowledge of the Michigan legislative process, state government structure, and official legislative operations
- Ability to translate complex statistical and demographic findings into clear, actionable memos and visual briefings for Senators and senior leadership
- Strong interpersonal and project management skills, with the ability to manage multiple high-priority requests under tight legislative deadlines

Ability to use diplomacy, discretion, and good judgment when disseminating information
This job description is not intended as a comprehensive list of all of the duties required of this position. Additional duties may be assigned from time to time, and the listed duties are subject to change at any time, with or without notice.

STATUS: Salaried, with a standard benefit package
SALARY: $90,000 - $115,000, based on experience
GOVERNING CAUCUS: Democratic

This is a non-civil service, at-will position.

Applications will be accepted until position is filled.
Interested applicants, please submit a cover letter and resume with the subject line "Data Director" to:

Human Resources
PO Box 30036
Lansing, MI 48909
Email: Resume@senate.michigan.gov

The Michigan Senate considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, height, weight, disability, marital status, sexual orientation, gender identity or expression, or any other legally protected status. If you are a person with a qualified disability, you

may request any needed reasonable accommodation to participate in the application, testing, and/or interview process by contacting the Senate ADA Coordinator at 517-373-1675.