# **Economic Development & Marketing Coordinator**

# **Cudell and Edgewater Neighborhoods**

**Job Description**

**REPORTS TO:** Managing Director, Detroit Shoreway Community Development Organization

# **SUMMARY:**

Detroit Shoreway Community Development Organization (DSCDO) and Cudell Improvement, Inc. (Cudell) will operate under a Shared Services Agreement effective July 1, 2018. The Economic Development & Marketing Coordinator will be responsible for supporting the overall economic development, coordination and implementation of commercial/retail district revitalization, along with management and execution of organizational events and marketing for the Cudell and Edgewater neighborhoods.

**RESPONSIBILITIES:**

* Maintain a database of vacant and occupied commercial spaces in the Cudell service area.
* Market and provide technical assistance for the City of Cleveland’s Storefront Renovation Program and other governmental and non-governmental assistance programs.
* Collaborate with Cudell Safety / Community Outreach Educatorto address commercial safety concerns
* Staff design review committee for local landmark districts applications, and coordinate other governmental approvals such as the Board of Zoning Appeals and the City Planning Commission.
* Maintain strong relationships with businesses and commercial property owners.
* Perform site visits and provide technical assistance to neighborhood businesses.
* Support the expansion, retention, or relocation of neighborhood businesses through:
	+ Financing opportunities
	+ Property research
	+ Predevelopment assistance
	+ Community engagement
	+ Land assembly strategies
* Develop and implement retail marketing strategies for the unique retail districts in the Cudell service area.
* Develop a marketing strategy to tell the story of the neighborhoods in order to attract interest and investment.
* Compose and manage existing communication platforms including publication of e-newsletters, promotional materials, and social media.
* Manage media relations; create and distribute press releases as needed.
* Lead the redevelopment of the Cudell website and manage content updates.
* Arrange and manage annual events and their logistics including day-of event, volunteer coordination, and permitting.
* For all partner-led outside events, coordinate the ongoing execution and analysis of special events to ensure effectiveness, sound fiscal management, allocation of resources, and impact on the neighborhood.
* Submit timely and accurate Community Development Block Grant reports to the City of Cleveland.
* Other duties as assigned

**REQUIRED QUALIFICATIONS:**

* Bachelor’s degree in small business development and finance, urban planning, urban studies, marketing, graphic design, or related field preferred (or equivalent work experience).
* Excellent written communication skills.
* Excellent oral communication skills.
* Proven experience with multiple social media platforms (e.g. Twitter, Facebook, Instagram).
* Graphic design experience.
* Proficiency in spreadsheet analysis (Microsoft Excel) and word processing (Microsoft Word).
* Ability to deal with public and private officials and negotiate complex transactions.
* Leadership, team building, and negotiation skills.
* Availability and willingness to work flexible schedule including evenings and weekends; local travel and some out-of-town travel required.
* Ability to work with people of all backgrounds (race, ethnicity, socioeconomics, gender, sexual orientation, religion, disability, etc.)
* Self-motivation and an ability to work toward objectives with minimal supervision.
* Driver’s license, insurance, and automobile in good condition.

**PREFERRED QUALIFICATIONS:**

* Experience in business development, financing, and marketing
* Experience with real estate development
* Graphic design proficiency in programs such as Photoshop and Illustrator
* General knowledge of building and zoning codes
* Master’s degree
* Proficiency in the use of Geographic Information Systems
* Fluent in Spanish language

# **PHYSICAL DEMANDS**

Ability to operate a computer and keyboard. Ability to operate a motor vehicle or equipment. May require reaching, standing, walking, fingering, grasping and feeling, and the ability to lift or move objects up to 20 pounds. May require vocal communication for expressing or exchanging ideas, hearing to perceive information at normal spoken word levels, visual acuity for color perception, preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities.

**WORKING CONDITIONS**

Availability for extended hours during peak periods and attendance at evening and weekend meetings. Exposure to inside and outside environmental conditions. The office is located in a smoke-free facility. Local travel and some out-of-town travel is required.

This position description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of Detroit Shoreway Community Development Organization or Cudell Improvement, Inc. Since no position description can detail all the duties and responsibilities that may be required from time to time in the performance of a job, duties and responsibilities that may be inherent in a job, reasonably required for its performance, or required due to the changing nature of the job shall also be considered part of the jobholder’s responsibility.

**EQUAL OPPORTUNITY**

DSCDO is an Equal Opportunity Employer.

# **COMPENSATION**

* Annual salary of $35,000 to $45,000 commensurate with experience and qualifications
* Paid Time Off accrued at the rate of one day per month during the first year of employment, then 18 days beginning the second year of employment
* Holiday pay including New Year’s Day, Martin Luther King Jr. Day, President’s Day, Memorial Day, the Fourth of July, Labor Day, Thanksgiving, the Friday after Thanksgiving, and Christmas Day plus the days between December 24 and January 2.
* Employer contribution to 403(B) retirement program. Employer will provide a 50% match to the Employee’s contribution up to a maximum of 3% of the employee’s annual salary.
* Competitive health insurance offered with employer contribution.
* Long term disability benefits

**Please e-mail or mail cover letter and resume by FRIDAY, JUNE 29 AT 5PM to:**

Detroit Shoreway Community Development Organization

Attn: Adam Rosen, Economic Development Director

6516 Detroit Avenue, Suite 1

Cleveland, Ohio 44102

E-MAIL: arosen@dscdo.org

**NO PHONE CALLS, PLEASE**