



**MidTown Cleveland
Job Description
Project Manager, Cleveland Health-Tech Corridor**

About MidTown. MidTown Cleveland, Inc. is a dynamic and high performing 501(c)(3) economic and community development corporation whose mission is to leverage the diverse assets in the area to develop a dynamic neighborhood that unites the city's downtown and innovation districts. MidTown has seen remarkable growth and transformation over the past several years as more businesses, nonprofits, residents, and institutions move to the neighborhood, stimulating development and helping change the area from a pass-through to a place. More information on MidTown is available at www.midtowncleveland.org.

About the HTC. The HTC is a collaboration between MidTown Cleveland, the City of Cleveland, BioEnterprise, and the Cleveland Foundation to transform the area between downtown Cleveland and University Circle into a thriving economic force, with clusters of innovative health-tech and high-tech businesses leveraging the area's medical, academic, and entrepreneurial resources to create inclusive economic growth. Since its founding in 2008, the HTC has seen \$150 million in public investment leverage over \$400 million in private development to create over 600,000 square feet of new or renovated office and lab space. Covering a 1,600 acre area between Cleveland State University and the eastern edge of University Circle (slightly larger than the MidTown footprint), the HTC is home to four colleges, four major hospitals, five business incubators, and over 140 health-tech and high-tech companies. The HTC markets the corridor locally, regionally, and nationally; works to retain, grow, and attract businesses to locate in the HTC; builds community through programming and outreach; and advocates for and facilitates real estate development and placemaking in the area. More information is available at www.healthtechcorridor.com.

DESCRIPTION AND PRIMARY DUTIES

The HTC Project Manager will report to the Executive Director and oversee MidTown and the HTC's economic development activities. The PM will coordinate and implement the business development, marketing, and real estate strategy of the Cleveland Health-Tech Corridor, targeting businesses, entrepreneurs, real estate brokers, developers, and anchor institutions and developing effective marketing tools with which to engage each. The HTC Project Manager will also supervise MidTown's Economic Development Associate who does outreach to area businesses through the Cleveland Industrial Retention Initiative (CIRI) program. This is a two-year grant funded position. Primary duties include:

- **Business Development.** Attract, recruit, and sell businesses and nonprofits of all types on locating in MidTown and the Health-Tech Corridor
 - Aggressively network in Northeast Ohio's health-tech and high-tech community to raise awareness of the HTC and recruit businesses to locate in the HTC. Regularly attend networking and entrepreneurial ecosystem events and maintain an active and visible presence.
 - Implement engagement strategy with key anchor institutions and other HTC stakeholders, including developers, site selectors, and brokers.

- Seek out opportunities to present and speak about the HTC and MidTown and give tours to relevant organizations or parties
 - Develop an indepth knowledge of available real estate
 - Work with organizations who may locate to MidTown or the HTC to help them connect to resources and real estate
 - Set goals, track outcomes, and monitor progress/effectiveness of business development efforts.
 - Work with MidTown’s economic development associate to help retain area businesses and provide services and programs to help them expand
- **Community Building.** Foster a stronger MidTown and HTC community through robust programming.
 - Organize HTC happy hours, pitch contests, speakers, and events that support area businesses help create a stronger community, and work with staff to execute these events
 - Develop a network of connections with employers and anchor institutions to connect to talent and resources
 - Maintain an HTC job board
- **Marketing.** Build and strengthen the Health-Tech Corridor brand in the local, regional, and national marketplace
 - Create relevant content and deploy it through appropriate channels, including website, social media, newsletter, paid online ads and campaigns, and print collateral.
 - Refine marketing strategy and messaging for the HTC
 - Coordinate HTC and MidTown marketing efforts
 - Set goals, track outcomes, and monitor progress and effectiveness of marketing efforts.
- **Real Estate.** Identify real estate needs for business growth in MidTown and the HTC and help facilitate development to meet growth needs.
 - Develop understanding of key needs in the area and implement strategies to meet needs
 - Assist with key strategic projects including lab space, office, retail, and innovation district development
 - Work closely with the MidTown ED on real estate development strategy consistent with MidTown’s goals to create equitable development patterns

QUALIFICATIONS

Education and Experience

- Bachelor’s degree in business, marketing, digital media, economic development, real estate finance, or related fields
- Professional experience in sales, marketing, or business attraction (minimum 3-5 years)
- Experience in real estate a plus
- Knowledge of MS Office, Salesforce, and Adobe suite
- Proficiency with digital and social media (and paid social media) and tech savvy

Personal Characteristics

- Strong networking and relationship building skills
- Resourceful and entrepreneurial orientation and high energy personality
- Exceptional written, oral, and interpersonal communication skills

- Self-starter, resourceful, learner, and accountable for results
- Excellent time management and ability to manage and execute a project
- Works independently and in a team environment
- Understands the connection between economic development and community development with an equity lens
- Passion for Cleveland

COMPENSATION AND BENEFITS: MidTown offers competitive compensation and benefits, including retirement options, medical benefits, and paid time off. MidTown is an equal opportunity employer.

Applications will be reviewed starting immediately until an appropriate candidate is identified. Resume and cover letter stating salary requirements should be emailed to ckelly@midtowncleveland.org with the job description in the subject line.