



Job Posting: Business Development Manager

Type: Full-time Employee

Reports to: Executive Director

Posted: February 1, 2021

Germantown United Community Development Corporation (GUCDC) is seeking an outgoing, organized, and community-minded individual to join its passionate team. The Business Development Manager will implement the organization's commercial corridor and economic development activities. The position's primary responsibility is to support Germantown's small business community by engaging directly with merchants and commercial property owners, and facilitating local access to supportive business programs. Assisting businesses with COVID-19 mitigation strategies, re-openings, and the application process for COVID-19 relief packages and other grant/financing resources will be an immediate priority.

This is a full-time position, funded primarily through the Department of Commerce's Targeted Corridor Management Program (TCMP) grant. The Business Development Manager will work in concert with GUCDC's corridor management team to achieve GUCDC's mission and implement the organization's corridor revitalization activities. The corridor management team includes two staff members in the Business Development Manager role, the commercial corridor cleaning team, and the organization's Executive Director. GUCDC's mission is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development. Our service area covers the Germantown neighborhood (zip codes: 19144 & 19138).

Work Environment During COVID-19 Pandemic: The national response to the coronavirus pandemic requires everyone to work together, especially when it comes to promoting safe business and workplace practices. While important for limiting the spread of COVID-19, social distancing and restrictions on gatherings of people will impact this position's public outreach activities. At the start, the Business Development Manager's person-to-person contact, described in the overall responsibilities, will be limited and other outreach methods will be prioritized. Interviews will be conducted virtually. A degree of adaptability and flexibility will be necessary as we continue to navigate this challenging time.

To apply: Email your resume and cover letter (Word document or PDF) to iford@germantownunitedcdc.org with the Subject: Business Development Manager 2021. Resumes without cover letters will not be reviewed. Position will be advertised until it is filled.

Responsibilities:

Corridor Management

- Maintain and develop relationships/contacts with small businesses owners (existing, start-ups, expansions, or relocations), commercial property owners, and other organizations in Germantown's business community.
- Maintain merchant assistance log and merchant database.
- Maintain commercial property database and hotlist of vacant/available spaces along Germantown's primary commercial corridors (Germantown Ave, Chelton Ave, Wayne Ave, parts of Greene St, Berkley St, etc.)
- Conduct annual merchant survey to assess merchant needs and perspectives. Regularly assess retail market conditions and opportunities. Support the organization's efforts to attract new businesses to fill vacancies and increase job opportunities, and retain neighborhood-oriented businesses.

- Lead corridor tours to showcase strengths and investments.
- Monitor and encourage compliance with established regulations. Report issues to relevant city agencies, including Philly 311, follow-up as needed.
- Contribute to quarterly reporting of all TCMP program activities in the established format.
- Contribute content to the organization's list serve and social media networks about events involving the commercial corridor, businesses resources, and other relevant development news.
- Assist with maintaining the organization's online business directory and neighborhood website

Direct Business Services

- Assist with door-to-door merchant outreach and site-visits.
- When face-to-face outreach is limited or not possible, the position will prioritize phone outreach, including cold-calling, technology like video conferencing and other online communication platforms, direct email, email newsletters, and traditional mail.
- Serve as a liaison between merchants and/or commercial property owners and City of Philadelphia Departments, such as Commerce, Streets, Police, Parks and Recreation, Public Health, Licenses and Inspections.
- Work with business owners to improve window displays, lighting and signage.
- Help businesses and commercial property owners access grant and loan opportunities for storefront and façade improvements to help incentivize improvements and offset overall costs.
- Help businesses access capital from nonprofit and for profit commercial lenders through the Commerce Department's Philadelphia Business Lending Network.
- Assist businesses with the application process for COVID-19 relief packages and other grant/financing resources.
- Refer businesses to relevant technical assistance providers that can assist with merchandizing, window displays, accounting, tax preparation, legal assistance, business planning, sales promotions, public relations, and inventory. TAP resources in Philadelphia include: The Business Center, SCORE, the Welcoming Center, Women's Opportunity Center, Small Business Development Center, the Enterprise Center, and more.
- Assist with planning and execution of GUCDC-sponsored public programs targeting the merchant community, including business info session series, Small Business Saturday, and other related activities, helping to connect merchants to one another and to their customers.

Corridor Beautification and Safety, Resident Outreach

- Work with GUCDC's cleaning provider on the organization's corridor cleaning program in the Central Germantown Commercial Corridor, and help to ensure the success of the program and make the neighborhood pleasant for its residents and inviting to shoppers.
- Assist with corridor beautification efforts and identify cleaning and greening projects, including tree planting in commercial areas.
- Assist with seasonal cleanups and other community events and activities, as needed.
- Work with local Police liaisons to reduce crime and the perception of crime around the corridor.
- Expand Business Security Camera Program (Safe Cam).
- Attend relevant community meetings facilitated by other organizations in Germantown.
- Coordinate and staff information table at select community events, as needed.

Qualifications:

- Energy, flexibility, creativity, and initiative.
- Must have the ability to engage in door-to-door outreach/canvassing.
- Must be able to relate effectively with Germantown merchants and community residents.

- Small business and entrepreneurial experience.
- Attention to detail and strong time management and organizational skills.
- Ability to work independently and collaboratively.
- Basic proficiency with Google Drive software, Microsoft Office, especially Excel.
- Basic proficiency with MailChimp, Facebook, Twitter, Instagram.
- Experience with Wordpress and other content management systems a plus.
- Tech savvy applicants a plus.

The ideal candidate will have 3 to 4 years professional experience, or a Bachelors degree in one of the following relevant fields: business administration, economic development, urban planning, nonprofit management, community organizing, community development or a related field.

Physical Considerations:

Cold calls/site visits are an important part of this position. Moderate physical exertion is required (walking, setting up and breaking down tables at outdoor events).

Work Environment and Primary Work Locations:

A small, dedicated, and accomplished professional staff carry out GUCDC's day-to-day operations. The primary work location will be Germantown United CDC's storefront office, located at 5320 Germantown Avenue, at the corner of W Penn Street. The secondary location will be out in the field interacting with merchants. The work environment may include other venues at which the program may have activities such as community meetings, community events and festivals, and job fairs. Work schedule is flexible and may require some evening and weekend activities.

Starting Salary:

\$40,000. Position is a full-time 40-hour per week salaried position, with paid vacation and medical benefits.

Disclaimer:

This job description may change because of instructions of the funder, amount of funding and/or at the beginning of the contract year. The above job description is intended to describe the general nature and level of work being performed by employees assigned to this role. It is not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required. Germantown United CDC is committed to equal employment opportunity, and does not discriminate against employees or applicants for employment on any legally-recognized basis including, but not limited to: veteran status, race, color, religion, sex, sexual orientation, marital status, national origin, physical or mental disability and/or age.

Germantown United CDC
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