



Position Description

Position Title: **Commercial Corridor Manager**

Organization: Germantown United CDC

Status: Full-time Employee

Germantown United Community Development Corporation (GUCDC) is seeking an outgoing, organized, and community-minded individual to join its passionate team. The Commercial Corridor Manager serves as an intermediary between the business owners and commercial property owners in Germantown and City of Philadelphia Departments, such as Commerce, Streets, Police, Parks and Recreation, Public Health, Licenses and Inspections, and technical assistance providers. This is a full-time position, funded primarily through the Department of Commerce's Targeted Corridor Management Program (TCMP) grant. The Commercial Corridor Manager will work in concert with the Senior Commercial Corridor Manager and the Executive Director to achieve GUCDC's mission and implement the organization's commercial corridor economic development activities, including facilitating the delivery of local access to supportive business programs.

Responsibilities

The primary role of the Commercial Corridor Manager is to implement the organization's Core Activities, including (but not limited to): Corridor Management, Storefront Activation and Façade Improvement, Business Engagement, and Corridor Beautification and Safety. This role will also support the organization's Civic Engagement activities.

Corridor Management

- Maintain and develop relationships/contacts with local businesses owners (existing, start-ups, expansions, or relocations), commercial property owners, and other organizations in Germantown's business community.
- Maintain comprehensive commercial property and merchant database, and update the organization's merchant assistance log.
- Maintain hotlist of available commercial and industrial spaces along the corridor.
- Conduct annual merchant survey to assess merchant needs and perspectives.
- Support Senior Corridor Manager to attract and retain neighborhood-oriented businesses based on market study findings.
- Regularly assess retail market conditions and opportunities.
- Lead corridor tours to showcase corridor strengths and investments.
- Monitor and encourage compliance with established regulations.
- Report issues to Philly311 using the Philly 311 tablet app, logging reports, and follow-up as needed.
- Attend relevant community meetings facilitated by other organizations in Germantown.
- Contribute to quarterly reporting of all TCMP program activities in the established format.
- Attend training and professional peer learning events several times a year (all costs paid by GUCDC).

Business Engagement

- Promote corridor as an economic engine of the community.
- Stimulate entrepreneurial interests and opportunities in the community.

- Serve as a liaison between merchants and/or commercial property owners and City departments.
- Assist with door-to-door merchant outreach and site-visits.
- Provide assistance to business owners through the application process for grants/financing resources provided by City government, such as the Storefront Improvement Program, the Business Security Camera Program (Safe Cam), and other organizations, such as Kiva, The Merchants Fund.
- Help businesses access capital from nonprofit and for profit commercial lenders through the Commerce Department's Philadelphia Business Financing Network.
- Refer businesses to technical assistance providers (such as The Business Center, SCORE, the Welcoming Center, Women's Opportunity Center, Small Business Development Center, the Enterprise Center) that can assist businesses with (but not limited to) merchandizing, window displays, accounting, tax preparation, legal assistance, business planning, sales promotions, public relations, and inventory.
- Assist with planning and execution of GUCDC-sponsored programs targeting the merchant community, including the Germantown Business Info Session series, Small Business Saturday, and other related activities, helping to connect merchants to one another and to their customers.

Storefront Activation and Façade Improvement

- Help businesses and developers of commercial properties access grant and loan opportunities available through the City for property improvements on commercial and key historic buildings.
- Work with business to improve window displays, lighting and signage.
- Link property owners with financial resources to complete the work and help offset costs; and identify projects suitable for GUCDC's zero-interest revolving loan fund.

Corridor Beautification and Safety

- Work with local Police liaisons to reduce crime and the perception of crime around the corridor.
- Expand Business Security Camera Program (Safe Cam).
- Assist with corridor beautification efforts and facilitate cleaning, greening, and related environmental improvements, including GUCDC's tree planting program.
- Assist with seasonal cleanups and other community events and activities, as needed.

Civic Engagement

- Assist with planning the Germantown Second Saturday Festival, co-presented by Germantown United CDC and Historic Germantown.
 - Focus on business outreach (working to make businesses on Germantown's business corridors aware of the festival and engaged).
 - Communication with near neighbors (informing businesses and residents within the festival footprint of street closures, mitigating issues).
- Coordinate and staff information table at select community events, as needed.
- 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.

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.

- Demonstrated ability to work well with the public and with diverse groups of people including limited English proficiency speakers.
- Small business and entrepreneurial experience.
- Self-motivated to develop strong working relationships.
- Direct experience with City of Philadelphia business improvement programs and other successful business development strategies, and previous professional experience in a similar urban area is a significant plus.
- Exhibit strong interpersonal & public relations skills.
- Attention to detail and strong time management and organizational skills.
- Ability to work independently and collaboratively.
- Basic proficiency with Microsoft Office, especially Excel.
- Basic proficiency with MailChimp.
- Basic proficiency with Facebook, Twitter, Instagram.
- Experience with Wordpress and other content management systems a plus.
- Tech savvy applicants a plus.

The ideal candidate will have a Bachelors degree in one of the following relevant fields, or 3 to 4 years professional experience: business administration, direct sales, 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 Range

\$40,000-\$45,000. Position is a full-time 40-hour per week salaried position, with paid vacation and medical benefits.

To apply, email your resume and cover letter (Word document or PDF) to info@germantownunitedcdc.org with the Subject: Commercial Corridor Manager Job Application. This position will be advertised until it is filled.

Germantown United CDC
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