

GERMANTOWN UNITED CDC

Commercial Corridor Manager JOB DESCRIPTION

The mission of [Germantown United Community Development Corporation](#) ("GU") is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development.

We are seeking a full-time Commercial Corridor Manager (CCM) to coordinate economic development activities within the Germantown area of Philadelphia. The primary area of focus is the Central Germantown Business District ("Corridor"), anchored by the node of Cheltenham and Germantown Avenues. Responsibilities include supporting local businesses, attracting new ones, coordinating marketing strategies, and managing façade and street improvement projects. The ideal candidate will have experience in small business operations and real estate development, as well as knowledge of economic development programs and resources. The CCM will work closely with GU's Corridor Management Program team, which includes another Corridor Manager, the Executive Director, and vendors contracted by GU to perform corridor cleaning and other improvement work.

To apply: Email your resume and cover letter (in Word format or PDF) to outreach@germantownunitedcdc.org with the subject line "Corridor Manager 2023." Resumes without cover letters will not be reviewed. The position will be advertised until it is filled.

CORE RESPONSIBILITIES

Essential Functions

- Conduct outreach and provide one-on-one assistance to businesses in the Corridor.
- Retain and attract businesses to the Corridor.
- Establish and maintain community partnerships.
- Serve as a key point of contact for business owners seeking assistance in navigating City services and regulations. Represent business concerns.

Business Retention/Attraction

- Inform business owners about resources for storefront improvement, renovations, and beautification. Provide support for application completion, including design and procurement of work-write ups with contractors. Work independently with City officials to secure Storefront Improvement Program grants and monitor construction/installation phases to ensure completion of projects.
- Provide technical assistance and referrals to entrepreneurs and small business owners to help them access grant and loan opportunities, secure working capital with lenders, and other business development resources.
- Maintain and promote a list of commercial properties available for sale or lease in the Corridor. Responsibilities include property research, owner identification, and marketing listings.
- Work independently with businesses to relocate them to Germantown and bring new goods and services to the area.

Corridor Management

- Develop supportive working relationships with merchants, especially microenterprises with fewer than five employees. Understand and evaluate their needs.

- Convene meetings of new and existing businesses (e.g. business committee meetings, workshops) and facilitate stakeholder planning sessions to set priorities for addressing issues facing the business community.
- Support activities that address public safety and contribute to making the Corridor safe and welcoming for shoppers and businesses.
- Work with vendors contracted by GU to implement the organization's Corridor Cleaning Program and help to ensure its success.
- Identify locations for lighting and security improvements and expand the City's Business Security Camera Program. Attend regular meetings with police.
- Monitor and encourage compliance with established regulations in the Corridor, including quality-of-life issues (graffiti, dumping, vacant property, etc.). Report issues to the Community Life and Improvement Program, Philly311, Streets Department, etc.
- Serve as a key point of contact for business owners seeking assistance in navigating City services and regulations.
- Maintain an online business directory.
- Compose and disseminate monthly business newsletters and provide relevant content for GU's communications tools (website, social media, online and print materials).
- Develop positive relationships with neighborhood and institutional stakeholders and local anchor institutions.
- Represent the interests of Germantown. Advocate for and promote local businesses to elected officials, policy makers.

Marketing/Promotion

- Facilitate the creation of promotional materials and collective advertising campaigns that market Germantown businesses and showcase the Corridor as a hub of economic activity.
- Organize collaborative activities, such as promotional events, to market the businesses in Germantown's community/corridors, such as Small Business Saturday, sidewalk sales, and the "First Friday" series. Be the primary point person for organizing the Buy Local Germantown campaign.
- Collaborate with the GU staff and consultant(s) to develop a comprehensive long-term marketing strategy for the area.

COMPETENCIES, KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent written and verbal communication skills.
- Strong prioritization and time management skills and ability to work independently and as part of a team.
- Thorough knowledge of small business operations and real estate development dynamics related to commercial corridor revitalization.
- Knowledge of City, State, and Federal economic development programs and familiarity with private agencies that service the business community.
- Resilience and ability to maintain a positive attitude in the face of setbacks.
- Comfortable with cold calls/visits and able to build effective relationships with diverse stakeholders.
- Strong data management skills and proficiency in Microsoft Office and Google Workspace.
- Experience with MailChimp and other content management systems is a plus.

QUALIFICATIONS

- Bachelor's degree or equivalent experience in a relevant field.
- 2-5 years of experience working with small business owners preferred.
- Familiarity with 19144/19138 zip codes is a plus.
- Strong commitment to equitable community development required.
- Experience working with diverse groups required.

COMPENSATION, BENEFITS, WORK ENVIRONMENT

Salary: Up to \$55,000/year.

Benefits: Fully paid medical, dental insurance. Paid Time Off: (8) sick/personal days; (10) vacation days, incremental increase after 3 years of continued service; (10) holidays.

Schedule: Full-time 37.5-hour workweek. Office hours are Monday to Friday, 9 AM to 5 PM. Schedule requires some flexibility for occasional evening and weekend meetings/activities.

Work environment and location: This is an on-site position, working out of Germantown United CDC's office at 5320 Germantown Ave, Philadelphia, PA 19144 (corner of W Penn St). Secondary location for this position is on the corridor interacting with merchants and other stakeholders. A small, dedicated team carries out GU's day-to-day operations.

Physical Considerations: Door-to-door outreach and site visits are a key part of this position. Moderate physical exertion is required.

ABOUT US

Germantown United CDC is a nonprofit organization serving the vibrant Germantown section of Philadelphia. Germantown is known for its rich history, economic diversity, and active civic engagement. Our mission at GU is twofold: To support all Germantown residents by providing access to programs and services that improve quality of life, with a focus on traditionally underserved populations; and to drive revitalization efforts along our commercial corridors and support small businesses.

At GU, we provide referrals to community-based, city, and private resources and connect clients with assistance and services offered by government agencies and partner organizations. We also organize educational workshops, community meetings, and events that align with our mission. Best of all, all services are offered at no-cost.

We are a growing organization with a small but highly engaged and competent staff. As a small business ourselves, we currently have a staff of under five employees.

DISCLAIMER

This job description is intended to describe the general nature and work performed by the employee in this role. It is not intended to be an exhaustive list of all responsibilities, duties, skills required.

Germantown United CDC is an equal opportunity employer and committed to maintaining a diverse workforce and an inclusive work environment. We prohibit discrimination and harassment of any kind on the basis of race, color, religion, national origin, age, gender, sexual orientation, disability, marital status, pregnancy, or other legally protected characteristics. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Germantown United CDC makes hiring decisions based solely on qualifications, merit, and business needs at the time.

<p>Germantown United CDC 5320 Germantown Avenue Philadelphia, Pennsylvania 19144</p>	<p>(215) 856-4303 info@germantownunitedcdc.org</p>	<p>www.germantownunitedcdc.org @germantownunitedcdc Facebook + Instagram</p>
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