



BIRMINGHAM

Business Outreach Coordinator

Position Title: Business Outreach Coordinator

Reports To: Director of Business Growth (or Chief Strategy Officer)

Classification: Salaried/Exempt

Position Summary:

The Business Outreach Coordinator will research, identify, connect with and help recruit food, retail, and other small business owners in the Birmingham area as a means of building REV Birmingham's pipeline of small business clients, particularly women and minority business owners. This position will support the work of REV's Business Growth team, which aims to grow and strengthen vibrancy-creating businesses. It also supports the work of REV's District Management and Economic Development teams, which work to fill vacant spaces and create commercial vibrancy in business districts.

The Outreach Coordinator will be passionate about small and local business development, with a specific interest in inclusive and equitable business development. They will value the important role of urban spaces in making Birmingham one of the most vibrant markets in the Southeast.

Critical Roles:

- Work with the Director of Business Growth and other team members to identify outreach targets and develop a strategy and process for reaching those targets;
- Compile and maintain a list of street markets, farmers markets, fairs, pop-ups and other events where micro-entrepreneurs can be found;
- Regularly visit street markets, farmers markets, fairs, pop-ups and other events, to identify, connect with and engage prospective small business clients with REV's programs;
- Research, identify, and connect with small business owners in nearby areas who may be interested in REV real estate services related to opening a second location in Birmingham;
- Mine local media, team updates, and team relationships to compile lists of leads and conduct outreach to those prospects;
- Work with the Director of Business Growth to coordinate regular interactions with partners in the small business eco-system to identify prospective clients;

- Support the Director of Business Growth in onboarding new clients into REV's pipeline of programs, including filling vacant real estate in properties owned by REV or others;
- Record all client interactions in Salesforce, and support the Director of Business Growth and other team members with data input;
- Work with Research and Data Manager to develop and optimize systems for recording client data;
- Work with Director of Business Growth and Research and Data Manager to analyze client outcomes and demographics in order to improve client offerings, to better manage client communications, and to further develop the client pipeline; and
- Perform other duties and assume other responsibilities as assigned.

Knowledge, Skills, and Abilities:

1. Ability to communicate effectively, both orally and in writing, using a thorough knowledge of English grammar, spelling, and punctuation rules;
2. Ability to connect with a wide variety of stakeholders, to build trust, to identify needs, and to offer potential solutions or resources to meet those needs;
3. Effective computer skills. Proficiency in Windows required; Microsoft Word, Outlook, PowerPoint, Excel, Microsoft Teams experience strongly preferred; Salesforce, Monday.com preferred;
4. Ability to prioritize responsibilities and efficiently manage time independently to accomplish a variety of duties; willingness to be accountable to the organization regarding their work;
5. Ability to work with team members and stakeholders from other organizations, agencies, and groups in a professional manner to strengthen partnerships and project a favorable image of the organization;
6. Ability to regularly make good decisions and exercise good judgment at all times, particularly when communicating with parties outside of REV;
7. Skill in developing and maintaining positive working relationships with REV staff and various constituency groups that yield results in line with REV's mission; and
8. Ability to practice an appropriate level of confidentiality.

Physical Requirements:

Requires the physical mobility to sit and walk for moderate periods of time and to occasionally carry or lift objects weighing up to 20 pounds. Reasonable accommodations may be provided as necessary.

Qualifications:

1. Bachelor of Arts or Science degree required;
2. Proven time management and organizational skills with a strong ability to achieve results;

3. Hard-working with a friendly, positive attitude and willingness to accomplish the task at hand;
4. Ability to manage simultaneous tasks or projects while maintaining a team spirit;
5. Ability to effectively work with a variety of people in a professional manner and project a favorable impression of the organization;
6. Flexibility to work outside of REV's core business hours (i.e. on nights, weekends, etc.) while maintaining connection to and communication with the REV team; and
7. Valid driver's license for traveling between local businesses, properties and other locations as necessary.

Interested candidates should send a cover letter and resume to Atticus Rominger, Chief Strategy Officer, at jobs@revbirmingham.org. No phone calls please.