



BIRMINGHAM

City Center District Manager

Position Title: City Center District Manager

Reports To: Chief Strategy Officer (or Chief of Finance & Administration)

Classification: Salaried/Exempt

Salary Range: \$50K - \$70K

Position Summary:

The City Center District Manager proactively leads implementation of community-led revitalization strategies in Birmingham's City Center Business Improvement District (BID). Through a contract with the City Center District Management Corporation, REV's City Center District Manager will: convene stakeholders; manage planning projects; conduct and maintain assessments of property ownership and conditions; serve as project manager on implementation of placemaking projects and promotional efforts; solicit and coordinate City of Birmingham and other agency services; and promote assigned districts as places of opportunity and investment. The Manager will proactively develop strong partnerships with business and property owners to engage with REV on initiatives in order to accomplish REV's mission in visible, tangible ways and build REV support.

The District Manager is responsible for working with other REV staff to implement projects and programs that spur revitalization as part of REV's strategic goals.

The District Manager is expected to continually look for opportunities to leverage REV's expertise and initiatives in districts for deep impact.

Critical Roles:

- Manage and implement REV's day-to-day engagement in the City Center to accomplish street-level revitalization;
- Recruit, convene and work effectively with stakeholders to assess needs and develop community-led strategies for addressing them;
- Consult with business and property owners on assistance with property-specific needs, such as parking, licensing, infrastructure improvements, and design review in coordination with the Directors of Business Growth and Economic Development;
- Work with REV's Directors of Business Growth and Economic Development to place clients in available commercial spaces; engage in business retention and recruitment

efforts through frequent communication with business owners, relationship building and recognizing opportunities as the district grows; proactively connect stakeholders in commercial cores with REV's Economic Development & Business Growth services as a means of strengthening the economic base of districts;

- Consult with business and property owners on curb appeal; create opportunities for district growth that yield street life and a strong pedestrian-friendly retail mix that is complementary to the district's unique identity;
- Work with stakeholders, and internal and external partners, to design and execute tactical urbanism projects and other small scale placemaking initiatives;
- Work with the Clean & Safe Operations Manager to monitor and evaluate clean and safe services provided by ambassador team and advise on opportunities for improvement;
- Regularly assess, monitor and proactively address street-level infrastructure needs that affect the look and function of the district, including lighting, landscaping, trash, sidewalks, and furniture;
- Work with stakeholders, REV's Director of Communications, and outside resources to design and implement marketing and promotional efforts, including campaigns, brands, and special events, that identify and promote the unique assets of the district;
- Track, analyze and monitor the occupancy, ownership and condition of commercial spaces and any renovation work carried out in commercial cores in coordination with the Manager of Research & Data;
- In all roles, advocate for the City Center as a destination of choice for businesses, property owners and residents;
- Record individual contacts, clients and work in Salesforce and/or other applicable software or reports as a means of documenting work completed and maintaining a current and accurate contact database for REV;
- 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. Demonstrated community engagement skills, including the ability to work with stakeholders with diverse experiences in order to maximize participation and to project a favorable image of the organization and its work;
3. Strong project management skills, including the ability to prioritize responsibilities, delegate tasks and efficiently manage time independently to accomplish a variety of duties;
4. Knowledge of and experience with planning and implementation processes;
5. Effective computer skills (Proficient in Windows and Outlook required; Microsoft Word, PowerPoint and Excel experience required; Salesforce preferred);
6. Knowledgeable, responsive and nice customer service and follow-up;

7. Ability to regularly make good decisions and exercise good judgment at all times, particularly when communicating with parties outside of REV;
8. Skill in developing and maintaining positive working relationships with REV staff and various constituency groups that yield results in line with REV's mission;
9. 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 40 pounds. Reasonable accommodations may be provided as necessary.

Qualifications:

1. Bachelor's degree in architecture, planning, political science, business, marketing, or similar field of study and/or three or more years' paid experience in one of the related fields above;
2. Experience in a nonprofit, government or economic development setting preferred;
3. Proven time management and organizational skills;
4. Hard-working with a positive attitude and willingness to accomplish the task at hand;
5. Ability to manage simultaneous tasks or projects while maintaining a team spirit;
6. Ability to effectively work with a variety of people in a professional manner and project a favorable impression of the organization;
7. Proficiency in typical office procedures and routines, and with office equipment;
8. Flexibility to facilitate / participate in meetings and events outside of core business hours (i.e. nights, weekends, etc.); and
9. Valid driver's license for traveling between local businesses, properties and other locations as necessary.

Interested candidates should email a resume and cover letter to Atticus Rominger, Chief Strategy Officer, at jobs@revbirmingham.org.