



JOB DESCRIPTION: BUSINESS DISTRICT MANAGER

The Business District Manager of the Lawrenceville Corporation (LC) is responsible for the implementation of strategies and development programs that promote growth of the neighborhood's three business districts and the Design Zone niche marketing program. The Business District Manager reports to the Executive Director and develops working relationships with members of Lawrenceville's business community to manage district programming, with a strong emphasis on community participation.

ESSENTIAL DUTIES & RESPONSIBILITIES

Performs duties and responsibilities which may include the following tasks...

Marketing, Media Relations, and Communications

- Coordinate media and marketing activities that promote Lawrenceville's business districts to regional and national audiences (advertising, direct mailing, printing, and special events facilitation).
- Develop, produce and oversee production of print and electronic communications tools that keep business district constituents informed of local news and activities.
- Build relationships with editorial staff of regional and national media outlets; continually issue press releases and editorial pitches about business district news and activities.
- Help develop, implement and update business and marketing plans.
- Represent the LC at community, city- or region-wide events and meetings.

Project Management

- Design Zone: Produce or oversee production of regular e-newsletter content/design; and conduct biennial redesign and production of DZ guidebook.
- Lawrenceville Main Street program (Butler Street and Penn-Main): Develop and staff Main Street committees; plan and implement district activities including promotions, communications, and fundraising.
- Community Events: Manage or provide support to community events, including defining project goals, scope, and budget; mobilizing community participation; fostering community leadership; and executing projects with community partners.
- Performance Measurement: Maintain tools for measuring efficacy of initiatives, such as annual surveys of local businesses; conduct analysis and create reports to LC staff, program funders, and district constituents.
- Fundraising: Write grants to support business district activities, including primary responsibility for annual Mainstreet application and support to Executive Director for annual operating support proposals.
- Staff Management: Serve as direct supervisor of Program Assistant.

Community Outreach and Member Relations

- Build and maintain relationships with business district constituents; provide technical assistance and referrals to businesses as needed.
- Work with businesses and LC staff to identify challenges facing business districts and develop and implement programming that addresses these needs.
- Serve as staff liaison to citywide/regional organizations that advance the development of neighborhood business districts or support small business growth.
- Manage annual membership campaign and related fundraising effort.

EXPERIENCE, EDUCATION & ABILITIES

Required

- A bachelors or masters degree in marketing, communications/English, or related field. Three or more years of progressively responsible experience in a marketing/communications or project management role combining creative and client services experience.
- Strong organizational and project management skills with a keen attention to detail; capacity to maintain a high level of productivity in a fast-paced environment.
- Professional and positive attitude; strong work ethic; ability to work both independently and with a team.
- Excellent interpersonal and customer service skills, in both written and verbal communications.
- Web content management experience.
- Must have personal vehicle for job-related transportation and be willing and able to accommodate occasional travel outside Pittsburgh region.
- Must be available for regular evening and weekend meetings or other job-related activities.

Recommended

- Strong familiarity with publication processes from conception to printing.
- Supervisory or management experience.
- Familiarity with urban neighborhood revitalization concepts and small business start-up and services.

SALARY & BENEFITS

The salary for the Business District Manager is commensurate with experience, education and previous related achievements and ranges between \$45,000 and \$55,000 per year. The position is full-time. The LC also offers benefits to full-time employees including health insurance, 401(k) retirement plan with employer match, life insurance, and paid vacation, sick and personal leave.

HOW TO APPLY

Qualified candidates should submit a cover letter, resume, two writing samples, and three references. Applications are due by 4:00 pm on Friday, August 22, 2008. Late or incomplete applications will not be accepted. Applicants should **NOT** contact the Lawrenceville Corporation to find out about the status of their applications. Applications via email are strongly encouraged. Send applications to:

The Lawrenceville Corporation
Attention: Business District Manager Candidate
5170 Butler Street
Pittsburgh, PA 15201
(412) 782-5422 fax
kate@lawrencevillecorp.com

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

The Lawrenceville Corporation is an equal opportunity employer. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition.

APPLICANTS WITH DISABILITIES

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of your application.