

U R B A N
REDEVELOPMENT
A U T H O R I T Y
OF
P I T T S B U R G H

Contact: Robert Rubinstein
200 Ross Street – Pittsburgh, PA 15219 – 412-255-6540

Mainstreets/Elm Street Program Coordinator

The Mainstreets/Elm Street Program Coordinator is responsible for implementing a Citywide business district program for neighborhood Mainstreets and adjacent residential areas including organizational development, promotions, market analysis, design, business/neighborhood improvement districts, district management and other related activities. The Coordinator will work under the Urban Redevelopment Authority's Economic Development and Housing Departments.

The Coordinator will be responsible for managing relations with program funders, primarily the PA Department of Community and Economic Development, including, but not limited to:

- Preparation and submission of applications;
- Reporting and compliance;
- Contract management;
- Attendance at mandatory meetings and training;
- Sub-contractor compliance.

Other Job Responsibilities Include:

- Provide assistance in the drafting of Business Development Action Plans to our neighborhood partners.
- Provide organizational development assistance.
- Implement the Citywide business district program, including program application and selection, resource development and various program guidelines.
- Manage consultants as needed in such areas as promotional programs such as "Shop/Discover Pittsburgh Neighborhoods", market analysis, business/neighborhood improvement districts, business recruitment, neighborhood assistance and top shops.
- Develop and implement educational programs for our local neighborhood organizations and businesses.
- Facilitate and provide technical assistance in the formulation of Business/Neighborhood Improvement Districts. (Note: The actual organizing of the B/NIDs will remain the responsibility of the CDC or merchant organization.)
- Meet with district management staff and other stakeholders on a periodic basis to discuss the Mainstreets and/or Elm Street Programs.
- Develop a working relationship with the Pittsburgh Partnership for Neighborhood Development (PPND) for the purpose of jointly coordinating the Mainstreets and Elm Street Program. Assist the URA's Housing Department and Legal Staff in coordinating all contracts between the URA and PPND.
- Facilitate quarterly Elm Street Manager Meetings with PPND and all neighborhood Elm Street Managers.
- Facilitate quarterly Mainstreets Pittsburgh meetings with all Mainstreets participants.
- Attend quarterly Greater Pittsburgh Convention & Visitor Bureau meetings to ensure Mainstreets Pittsburgh is being included in regional marketing efforts.

- Establish and manage a review process for all Reinvestment Grant awards. This includes facilitating with the URA's E&C Department concerning Facade Improvements and other construction/design items.
- Serve as main point of contact for URA and liaison with PA DCED officials administering Elm Street and Main Street programs.
- Periodically attend neighborhood meetings facilitated by the individual Elm Street and Mainstreets Managers.
- Draft Board agenda items and receive proper approvals for all contracts that the URA enters into for both programs.
- Perform other tasks as needed.

Qualifications

- Advance degree in planning, public administration, business administration or related field including retail management and/or development and marketing.
- "Main Street" Manager certification from NMSC, PDC, or other equivalent.
- Excellent communication skills, including verbal, written and public speaking.
- Excellent interpersonal skills, including coalition building, ability to build relationships with diverse populations.
- Business recruitment and business planning experience.
- Knowledge of business development finance programs.
- Marketing and market analysis experience.
- Familiarity with the City's Community Development Corporations and development climate.
- Computer proficiency in Microsoft WORD, EXCEL, Rbase, and ACCESS.
- Experience with Arc View Geographic Information Systems (GIS) preferred.

Mail resumes to: Robert Rubinstein, Director Economic Development, Urban Redevelopment Authority of Pittsburgh, 200 Ross St. Pittsburgh, PA 15219 412*255-6540. Resumes accepted until position filled. Posted: 1/25/2006