



## **Downtown Revitalization Coordinator Job Description**

(Posted: August 7, 2009)

### **About Us**

#### **Lansing Principal Shopping District (PSD):**

The PSD was created in 1996 to promote businesses in downtown Lansing through advocacy, cooperative marketing, special events, urban beautification and actively recruiting and retaining businesses within the district. In July of 2008 the Lansing PSD was one of seventeen communities selected to participate in the Michigan Main Street program at the Associate Level.

The Lansing Principal Shopping District is the Capital City's central business district containing approximately 1,000 businesses in its 64-block area. The district is bounded by St. Joseph Street on the South, Capitol Avenue on the West, Larch Street on the East and Shiawassee Street on the North.

Lansing's PSD contains a diverse collection of galleries, retail stores and restaurants, as well as many of Michigan's most prominent law firms, lobbyists, and other professional offices. An assortment of non-profit organizations and a budding residential community are also found in the district.

#### **Downtown Lansing:**

Michigan's capital city is the sixth largest city in the state and welcomes 1.5 million visitors a year. Lansing's downtown is the home of state and local government as well as businesses that provide a mixture of services, unique shops and restaurants. Downtown contains three higher education facilities, a minor league baseball team, a convention center and hundreds of private offices, all within walking distance of the State Capitol.

#### **Job Summary:**

The Downtown Revitalization Coordinator is responsible for managing programs and projects that meet the objectives of the Lansing PSD.

The Downtown Revitalization Coordinator is an advocate for the PSD, providing information to business owners, property owners, city officials and staff, and other interested persons. The Downtown Revitalization Coordinator will be a positive and energetic source for long-term revitalization of downtown Lansing and support the Main Street approach throughout the community by promoting excellence in design, beautification, good business practices, and compliance with city, county, state and federal regulations. Performs a variety of financial duties as well as general office management.

The Lansing PSD office has no clerical staff; the Downtown Revitalization Coordinator is responsible for his/her own clerical duties.

**Primary Relationships:**

This position reports to the Executive Director and serves as member of the PSD staff.

This position participates with the Board Directors, Executive Director, Staff, and volunteer committees in strategically planning and implementing the objectives of the PSD, assuring its accountability to all constituencies, and ensuring its effective and efficient operation.

Outside of the PSD, the position coordinates with volunteers, PSD business owners and property owners, corporate sponsors, media, residents, and city departments to effectively promote downtown Lansing.

**Range of Duties:**

The Downtown Revitalization Coordinator's duties will encompass a variety of tasks.

Under the supervision of the Executive Director, the Downtown Revitalization Coordinator will:

1. Be knowledgeable about the four-point Main Street approach to downtown revitalization and Michigan Main Street program.
2. Provide assistance and management of Main Street committees as directed by the Executive Director.
3. Assist with business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing Downtown Lansing Main Street to outside businesses, working with developers and building owners to enhance the quality of retail and commercial space.
4. Work directly with the community to enhance and promote mission of the Lansing PSD.
5. Manage administration of the Lansing PSD office, including purchasing and managing office equipment and supplies, processing mail, filing, database creation and management, answer main phone line, and greet visitors.
6. Assists Executive Director with budget preparation and financial reporting. Keeps detailed summary of PSD finances. Manages accounts receivable and accounts payable. Maintains paper and electronic files for all financial operations. Secures signatures for paying bills and for deposits as needed.
7. Provides financial analysis and prepares materials for audit, grants, and/or contracts as requested.
8. Develop and maintains statistical record for Main Street Area, including a system to track volunteer hours.
9. Tracks PSD staff time sheets, sick time and vacation time.
10. Manages PSD Maintenance contract and maintains maintenance log. Resolves issues, concerns and maintenance complaints.
11. Manages PSD permit policies for the following: Business Extension, Street Vendors, Street Performers, and Charitable Solicitor.

12. Prepares and/or reproduces training materials. Receives and record reservations for training sessions and prepares confirmations. Makes meal arrangements for meetings if necessary.
13. Prepares necessary reports, summaries, and research projects.
14. Perform other duties as may be assigned from time to time by the Executive Director.

**Qualifications:**

Applicant must be an energetic, assertive, passionate and creative professional with a minimum of 2-3 years of experience in accounting, office management, business or public administration, non-profit management, volunteer management, project management, and working with volunteer boards and committees. Experience in community planning, commercial revitalization, downtown management or historic preservation strongly desired. Operational accounting experience is also a plus.

Individuals must possess an Associate Degree, Bachelor's Degree or equivalent, in Public Administration, Urban Planning, Business, Accounting/Finance, Public Relations, Historic Preservation or related field from an accredited college or university.

Knowledge and proficiency in small business accounting systems (Quicken experience desired), budgeting, computers, grant writing, public relations, writing, and business recruitment and retention efforts, as well as a team builder who can multi-task is required. Ability to work independently and very hard in a fast paced/rapidly changing environment with minimal supervision is a must.

Proficiency in Microsoft applications: Word, PowerPoint, Excel, Access.

Applicants must possess strong analytical, problem solving, and organizational skills. interpersonal, communication, presentation, verbal and writing skills. Must be detail oriented, accurate and organized.

Understand the organization and operation of the City of Lansing and PSD as necessary to assume assigned responsibilities.

The applicant must be able to have a physical presence in the PSD office, ability to walk the PSD district to visit merchants and work extensively with businesses and property owners to nurture those relationships.

Salary/pay is commensurate upon experience. This is a part-time position that will work 30 hours per week. This position may include some occasional evening and weekend hours so applicants must be flexible with scheduling. Salary Range: \$30,000-35,000. Deadline to apply is August, 21, 2009. Position start date is tentatively scheduled for mid-September.

**Please provide cover letter, resume, and writing sample no longer than two-pages in electronic format upon submittal. No phone calls please.**

**Submit to:** Mindy Biladeau, Executive Director, at [mindy@lansingpsd.com](mailto:mindy@lansingpsd.com)