



Title: Loop Special Business District Coordinator

FLSA Status: Exempt

JOB PURPOSE:

Position requires collaboration with a 9-member board. The Coordinator will work with over 15 commercial property owners, approximately 95 business owners, approximately 8000 residents, in the City of University City within a six-block area along Delmar Boulevard, known as the U. City Loop. The City Council's main goals are to create an authentic urban space that is both dense and sustainable, cultivate a creative and innovative culture of diverse enterprises, and maintain the local and eclectic flavor of the area through improvements in cleanliness, safety, beautification, advocacy, and overall promotion of the area. Serves as liaison and provides administrative support to the Loop Special Business District (LSBD) Board. Additional job duties include the coordination of special events in the University City Loop as approved by the Mayor and Council.

ESSENTIAL FUNCTIONS

This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in the position.

- Community relations and promotion of University City Loop and applicable policies and programs as approved by the City of University City
- Working with the LSBD Board of Directors and Loop businesses to develop and implement strategic plans and related activities
- Benchmarking and program evaluation
- Budgeting and fiscal integrity
- Assisting the LSBD Board with compliance of all regulatory and legal requirements
- Recruitment and retention of businesses in partnership with the City's Director of Economic Development
- Event Planning and Management
- Administrative functions associated with record keeping including agenda preparation and proper recording of meeting minutes.
- Foster collaboration and build coalitions with community organizations, public agencies, political leaders, individual constituents, board members, and local businesses
- Participate in various civic organizations and attend boards' and commissions' meetings, hearings, and events including on weekends as needed
- Financial Management: budget planning/creation, working with the City's Director of Finance to assist in Loop Special Business District Board in maintaining the organization's fiscal integrity and compliance with local, state and federal laws
- Coordinate, plan and manage events within the University City Loop District



- Maintain public transparency
- Development, implementation, and accomplishment of annual work plan
- Facilitate long-term strategic planning
- Develop strong working relationship with public officials, city staff, school districts, colleges/universities, and other non-profit groups
- Monitor public perception and marketing budget of the District
- In Partnership with University City Staff, use various performance metrics to measure vitality of downtown- tax collection, property values, sales, business mix, online metrics, demographics, traffic counts
- Benchmarking: track achievements, address obstacles, propose corrections as needed
- In partnership with the City's Director of Economic Development, recruit and retain businesses, balance historic preservation and new construction, mixing commercial and residential as appropriate for the District.
- Recognize issues effecting the LSB and take initiative to create board-approved action plans to resolve the situations.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in public or business administration, urban planning, economic development, public relations or related field. Master's Degree preferred.
- Minimum three years related experience and/or training in sales/marketing, economic development, downtown development, or industrial and commercial real estate development.
- Professional with strong leadership and communication skills.
- Solid record of accomplishments in government, quasi-government, private or public non-profit sector.
- Entrepreneurial spirit with the ability to work independently.
- Exceptional organizational skills and the drive to follow long-term projects to completion are requisite.

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated history of making and communicating sound decisions based on strategic planning.
- Demonstrated experience building consensus and collaboration with others in partnership and supervisor settings.
- Strong time-management and organizational skills.
- Demonstrated experience developing and implementing long-term plans including organization visioning and branding campaigns.



- Effective verbal and written communication to a wide variety of audiences- including public speaking, crisis communication, press releases and advocacy.
- Coherent in brand management, traditional and nontraditional advertising, and public relations.
- Strong understanding of the retail, restaurant and business environment.
- Ability to be creative with communication strategy and analytical for event execution.
- High level of initiative and an aptitude for system and business process development.
- Ability to prioritize and handle multiple projects simultaneously.
- Understanding and knowledge of popular social media and digital marketing networks including their design, functionality, and audiences.

OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-				
Sedentary	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts regularly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. regularly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. regularly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. regularly.

WORK ENVIRONMENT:

C	F	O	R	N
Regularly	Frequently	Occasionally	Rarely	Never
Over 70%	41% to 70%	16% to 40%	Up to 15%	0%

-Physical Demand-	-Frequency-
Sitting	C
Talking	F
Hearing	C
Feeling attributes of objects (e.g., determining size, shape, temperature, or texture by touching with fingertips)	O
Grasping	F
Pushing	R
Standing	O
Walking	O
Driving	O
Reaching with hands/arms	O
Stooping, kneeling, crouching, crawling	R
Climbing or balancing	R



Repetitive wrist, and or finger movement	C
Moving up and down from/to sitting position on the floor	R
Physical support and care of children (e.g. diapering, feeding, positioning, etc.)	N

ENVIRONMENTAL CONDITIONS:

C Regularly Over 70%	F Frequently 41% to 70%	O Occasionally 16% to 40%	R Rarely Up to 15%	N Never 0%
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-Environmental Condition-	-Frequency-
Work in confined spaces (crawl spaces, shafts, pipelines)	N
Wet, humid conditions (non-weather)	N
Varying, inclement outdoor weather conditions	R
Vibration	N
Work in hazardous traffic conditions (does not include regular traffic commute)	N
Extreme cold (non-weather; 1 hour)	N
Extreme heat (non-weather; >100 deg. F for > 1 hour)	N
Subject to oils (mechanical or food)	N
Required to wear a respirator	N
Fumes or airborne particles	N
Work near moving mechanical parts	N
Work in high, dangerous places	N
Risk of electrical shock	N
Potentially hazardous bodily fluids	N
Potentially hazardous or cancer-causing agents or chemicals	N



VISUAL ACTIVITIES:

-Activity-	-Usually Required-
Clarity of vision at 20 feet or more.	No
Clarity of vision at 20 inches or less.	Yes
Three-dimensional vision- ability to judge distance and space relationships.	No
Precise hand-eye coordination.	No
Ability to identify and distinguish colors.	Yes

NOISE EXPOSURE:

-Level-	-Indicator-
Very quiet	
Quiet	
Moderate noises (i.e., an office with conversations, photocopiers, and/or computer printers.)	X
Loud noise	
Very loud noise	

Description of loud or very loud noise:

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SIGNATURE – REVIEW AND COMMENTS:

I have reviewed this description and understand the requirements and responsibilities of the position.

Signature of Employee

Date

Job Title of Supervisor

Signature of Supervisor

Date

Job Title of Department Head

Signature of Department
Head

Date

Comments: _____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.