



BRA/EDIC EMPLOYMENT OPPORTUNITY

TITLE: MANAGER, BOSTON RETAIL SECTOR

JOB POSTING: #24-13

EMPLOYMENT STATUS: EDIC Employee

POSTING DATE: 10/17/13

DIVISION/DEPT: BUSINESS DEVELOPMENT

**This job posting will remain posted for 10 working days (until 10/30/13) before a hiring recommendation can be made*.*

SUMMARY: Under the direction of the Director of Business Development or designee, manage and participate in a strategic initiative to sustain and expand growth of Boston's retail industry. Attract and retain new retail establishments/industry into the City of Boston. Demonstrate a keen understanding of Boston's diverse retail needs. Work closely with developers, property owners, Main Street district managers, business organizations and commercial brokers to coordinate, navigate, advocate and act as liaison for the retail sector citywide. Facilitate and direct service coordination with BRA, city, state and federal agencies. In collaboration with the Director of Business Development, develop and execute the Boston Retail Initiative, identifying the needs and opportunities for programs/ projects that advance this sector and its agenda. Facilitate optimal use of retail space; evaluate the inclusion of retail in proposed development projects, recruit retailers; promote retail business expansion into all of the City's neighborhoods; develop and maintain relationships with industry leaders, professional institutions, City Agencies, public policy makers and associated BRA staff.

Manage and participate in strategic initiative to sustain and expand growth of Boston's retail industry

Market Boston's retail market/opportunities to industry leaders on a local, regional and national levels. Develop materials for such efforts in coordination with BRA marketing/communications and graphic design departments.

Facilitate permitting and zoning related matters with retailers. Educate retailers in social media and other e-tools related to the retail sector in Boston. Organize and lead workshops for retailers, property owners, and business organizations.

Recommend and implement strategies to attract and retain new retail companies/industry to Boston and all of the City's neighborhoods. Generate increased interest in Boston as a city in which the best of urban retail is available and thriving.

Promote the retail sector as a critical part of Boston's economic base. Address inquiries from retailers regarding business expansion or relocation to Boston. Identify appropriate parcels/properties to target for retail development; make recommendations. Work with development proponents on the appropriate amount, layout, and location of retail square footage.

Assist BRA staff in the Article 80 development review process and on recommendations made to the Board of Appeal cases related to retail. Make recommendations to developers on the appropriate amount, layout, and location of retail square footage.

Help develop, roll out and sustain programs aimed at retail retention and growth.

Maximize existing programs within the Agency (such as Boston Loan Development Corporation loan program) and coordinate with other City initiatives (such as Boston Main Streets). Undertake targeted action as needed (new forms of business development, micro-lending, marketing).

Serve as primary resource to retail industry leaders and businesses in Boston. Participate in appropriate conferences, programs, and other events to further City objectives and promote Boston as a retail destination.

Maintain and update current knowledge of the retail sector's trends, successes, challenges, needs and opportunities. Participate in various BRA planning, development and other initiatives to ensure that retail is a vital component of the Agency's work.

Perform other related duties as required.

QUALIFICATIONS: Work requires a Bachelors degree in Business Administration or equivalent plus 1 or more years of related experience preferably in retail, marketing, and/or business development. Must have strong leadership, analytical, organizational and interpersonal skills including public speaking and presentation skills. Must be able to develop and maintain strong relationships with industry leaders, professional institutions, City Agencies, public policy makers and associated BRA staff. Must have thorough knowledge of Boston's commercial real estate market and neighborhoods. Must be proficient in: Microsoft Office Suite, social media tools (i.e Twitter, Facebook, Linked-in), have strong writing and communication skills, and familiarity with Co-Star and real estate industry software packages.

GRADE: 19:

HIRING RANGE: \$54,434.43 - \$65,426.43

Submit resume to: Human Resources, BRA, 43 Hawkins Street, Boston MA 02114.

E- Mail: Hr.bra@cityofboston.gov

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BOSTON RESIDENCY REQUIRED ON DATE OF HIRE