



Business Development Manager Job Posting

Overview

The Downtown Everett Association (DEA) is seeking an economic development professional with the skills, experience, and savvy to recruit and support businesses. The position will be part of the effort to ensure a welcoming and thriving district business environment.

DEA is a nonprofit working to advance Downtown Everett as a prime business, cultural, entertainment, dining, retail, and residential destination. DEA's activities include improving the environment for business activity; assisting with street and park improvements; supporting and promoting cultural and historical assets; producing engaging community events and programs; and advocating on behalf of the downtown community.

The Business Development Manager is a full-time non-exempt position with the Downtown Everett Association responsible for implementing a business recruitment and support program. This person will focus on seeking out new businesses to fill vacant spaces, which involves working with prospective businesses and property managers (and/or their representatives) to match entrepreneurs with appropriate spaces. The person in this role also builds relationships with existing businesses and explores and promotes solutions for business support. This person works in partnership with DEA's staff, various committees, and the City of Everett's Economic Development team.

Duties and Responsibilities

- Become familiar and build rapport with property owners, managers, and brokers as well as stay current on development pipelines and inventory of vacant spaces
- Prospect for and build relationships with entrepreneurs from the region; share the vision for Downtown Everett; provide details on the characteristics of specific spaces
- Identify and pursue leads through connections with existing business owners and workers, brokers, property owners, property managers, community partners, and residents
- Utilize email, phone, and social media to make connections
- Maintain database of tenant prospects and of properties
- Decide on key metrics and develop systems to collect data and track/report metrics (e.g. vacancy rate, business type, rental/sales availability, etc.)
- Provide guidance, support, and troubleshooting assistance to entrepreneurs and expanding businesses, from initial contact to business opening
- Provide district walking tours to prospective businesses, existing businesses, property owners, property owners, property managers, and brokers
- Assist businesses with navigating permitting requirements
- Engage with developers possessing a track record of creating quality, successful mixed-use projects in an urban setting, and/or with carrying out renovations of existing buildings
- Develop partnerships and relationships with business advocates from local organizations: SBA, SBDC, ULI, EASC, local and regional chambers
- Stay informed on current local, regional, and national real estate trends and strategies
- Assist with planning and execution of business education workshops and technical assistance for small business. Share educational opportunities offered in the community.
- Explore ways to support existing small businesses in areas such as merchandise, window display, and marketing
- Share economic opportunities; such as loan and grant opportunities with the business community
- Support businesses to find solutions ranging from downtown event impacts to parking



- Work closely with the DEA Marketing Manager in the creation of marketing materials and messages; communicate narrative in dynamic and effective ways
- Assist with planning and execution of community events as they relate to downtown businesses
- Support the Executive Director and partners in developing the Downtown Vision and Action Plan

Qualifications:

Desired Skills / Experience

- Bachelor's Degree and/or demonstrated experience and competence in a relevant field or role is required
- Professional experience in economic development, urban planning, real estate, or business management
- Experience in one or more related disciplines such as retail, food service, sales, marketing, real estate, public relations, design, customer service, etc.
- Exemplary verbal and written communications skills
- Excellent interpersonal skills, including the ability to build solid relationships with and support among stakeholders
- Coalition-building skills, including the ability to motivate, negotiate, and persuade stakeholders into a course of action
- Strong facilitation skills
- Proficient in market research, business writing, and data management
- Demonstrated experience in program implementation and administration
- Computer proficiency and comfort with Microsoft suite; proficiency with database building/maintenance and learning new software
- Experience and familiarity utilizing a variety of social media platforms
- Familiarity with Adobe Creative Suite or other graphic software

Qualities

- High integrity for keeping information confidential
- Outgoing, friendly personality
- Strong work ethic, independent, self-motivated, detail oriented
- Tenacious and positive, with a "can do" attitude
- Ability to take action quickly
- Creative, with innovative implementation skills and solid problem-solving capability
- Lives in the general Everett vicinity and/or has intimate knowledge of and affinity for the city
- Demonstrated passion and commitment to Downtown Everett

Compensation

Salary range: \$65 - 75K. Benefits include health/vision/dental insurance; employer matching retirement plan; paid vacation, holidays, and sick time.

To apply: Submit a resume and brief cover letter outlining why you are the best candidate to jobs@downtowneverettwa.org. Please include "Business Development Manager" in the subject line. The deadline to apply for this position is Wednesday June 26, 2024.

Downtown Everett Association is an Equal Opportunity Employer. We value diversity and are committed to creating an inclusive environment for all employees.