



JOB DESCRIPTION

OUTREACH AND ENGAGEMENT MANAGER

(Exempt Position)

The Outreach and Engagement Manager manages and executes projects, with the direction of the Executive Director and working groups, within multi-neighborhood business district revitalization programs that utilize urban economic and community development practices as an integral foundation for revitalization. The Outreach and Engagement Manager is responsible for coordinating and communicating with local business and property owners and managing projects within the Charleston Urban Works strategic plan that promote business engagement, and create new opportunities for entrepreneurial growth. The Outreach and Engagement Manager needs to be a self-motivated, energetic, and dynamic leader and will report directly to the Charleston Urban Works Executive Director and work in collaboration with their assigned CUW Working Groups.

Essential Duties and Responsibilities:

Business Engagement and Generation - Kanawha City Business District - Year 1

- Work in collaboration with CUW working groups to develop, plan, and execute processes and strategies, including, but not limited to:
 - Expanding the existing CUW business and property database to include all applicable Kanawha City businesses and properties
 - Develop close relationships with multiple business and property owners
 - Develop strategies and processes to directly educate business owners on all CUW business generating programs including the CUW Passport Card program, Facade Activation Grant program, and any future projects or programs from which they can benefit
 - Create a direct link between the business community, the City of Charleston Small Business Liaison, and CUW.

- Work in collaboration with the Executive Director to manage all CUW social media and stakeholder outreach systems including, but not limited to, media relations, eblasts, and district business communication

Qualifications:

- Bachelor's Degree is required.
- Must have experience in one or more of the following areas: event planning, public relations, grant writing, business administration, marketing, volunteer or non-profit administration, and small business relations.
- Must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential.
- Must be competent in operating all standard Microsoft Office applications including Word, Excel, and Power Point, as well as Adobe Photoshop, InDesign, and Illustrator.

Physical Demands and Time Requirements:

Applicants should be aware of the following demands of this position:

- Position may require work for extended periods of time including evenings and weekends.
- Position may require travel out of the region.
- Applicant must be able to lift at least 50 lbs.
- Applicant must possess a valid driver's license

Salary Range:

\$60,000-\$65,000 + Benefits eligible

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