

INTERESTED APPLICANTS: Please submit your resume with a cover letter by email to jobs@myseac.org

South East Area Street Manager **Position Details**

Type: Part-Time
Offered by: The South East Area Coalition (SEAC)
Deadline: Open until filled

This position is responsible for the development, coordination, execution and documentation of a comprehensive Street Manager program for two targeted areas in the South East Quadrant of the City of Rochester. The Street Manager will have latitude to exercise independent judgment and discretion in carrying out day-to-day responsibilities.

STANDARDS: Encourage a cooperative environment among defined targeted avenue business owners to be more actively involved in such areas as advertising, special events, and business recruiting. Address the area of public improvements and issues in and along the avenue. Inspire volunteer dedication, achievement, responsibility, impact and satisfaction; ensure that committee activity is moving smoothly.

Ensure that communication between committees is well established and that activities in all aspects of the Street Manager program are synchronized; assist the committees and the board with meetings and the implementation of successful avenue management principles. Work with the economic development avenue committee to interpret, develop and conduct ongoing public awareness and educational programs keeping the program constantly in the public eye, both within and outside the community.

An awareness/educational program shall be designed to ensure the appreciation of the avenue's assets, change negative attitudes, and foster an understanding of the program's goals and objectives. This shall be accomplished through the development of a marketing and communications plan that promotes the avenues.

Duties:

- Act as liaison and develop a cooperative climate with all persons and businesses directly or indirectly involved in the targeted areas.
- Develop a strong and productive working relationship with appropriate public and private agencies at the local, state and national levels.
- Develop and maintain data systems to track progress of the Street Manager Program.
- Develop a long-term vision and an action plan through community input with yearly updates hitting the 4 points of planning: organization, promotion, design and economic restructuring.

- Expand and develop volunteer capacity.
- Work with the public awareness and educational programs through speaking and development of marketing and communications materials.
- Inform and assist tenants and property owners with physical improvement projects.
- Participate in budget preparation, and other matters related to the program.
- Maintain personal contact with all members of the targeted area through monthly newsletters, special events and regular visits.
- Perform other related tasks as directed.

Qualifications:

Education and Experience: Bachelor's degree in urban, business, community, planning or related disciplines. Minimum of five years experience in community/commercial based revitalization. Marketing and Sales experience. Any equivalent combination of education and experience, which provides the minimum level of qualification, stated above.

Knowledge, Skills and Abilities:

- Energetic, self-motivated, imaginative and accomplished organizer capable of functioning effectively in an independent situation, while maintaining a sense of overall goals of other commercial revitalization products.
- Must possess acute visual sensitivity and commitment to the preservation of character and landscape of targeted areas.
- Strong oral and written communication skills as well as attention to detail.
- Ability to deal effectively with the public and governmental officials.
- Knowledge of office equipment and experience with word processing.