# Community Engagement and Activation Manager

# Job Summary

The West Broadway Business and Area Coalition (WBC), seeks to hire a creative, collaborative, and pragmatic individual to manage programs that enhance West Broadway’s public realm, daily experience, and creative economy.

This individual will be primarily responsible for community engagement, increasing WBC’s membership, brand and managing placemaking program that seeks to strengthen the connection between West Broadway businesses, community members, and the places they share. A key component of this position will be utilizing West Broadway’s unique identity, arts, and cultural assets to support entrepreneurship, community development, and recovery efforts along the corridor. This position will also require working collaboratively with partners in the public and private sectors to implement programs, events, and activities that improve the vitality of West Broadway.

You may be a good fit for this job if you are a creatively minded, strategic thinker with a passion for urbanism, placemaking, community development and outreach and, as well as an understanding of the role the creative sector plays in the economy.

# Primary Tasks and Responsibilities

*Placemaking Responsibilities*

* Unlock the potential of the public realm to strengthen the West Broadway commercial area and community through programs, events, and activities.
* Stay up to date on best practices and new trends in the field of placemaking and public realm activation.
* Center and amplify West Broadway’s cultural richness and vitality and the integral contributions of local and BIPOC artists, place keepers, and business owners.
* Establish and nurture relationships with and between property owners, businesses, neighborhood community organizations, artists, designers, and other stakeholders.
* Uplift the role of partner organizations and provide opportunities for community members to lead and participate in program activities.
* Advocate for increased caretaking and deployment of street amenities on the local level.
* Help facilitate beautification and interim uses of temporarily empty lots.
* Foster relationships with and establish and maintain an active network of artists and cultural creatives who will be partners and participants in the placemaking efforts.

*Program Management*

* Develop a program work plan and budget in conjunction with WBC’s staff.
* Coordinate and communicate with the WBC’s design and communications team to promote programs and activities in the community.
* Manage and supervise contractors and artists, including managing requests for proposals.
* Work closely with city and other permitting agencies to obtain necessary approvals.
* Manage the WBC Beautification, Facade program, Flow, Open Streets and Ambassador program.

*Strategic Engagement and Outreach:* Provides outreach utilizing a variety of strategies to:

* Serves as a liaison for both the public and private sectors to improve the vitality of West Broadway and the entire Northside community.
* Inform and engage business owners, property owners, community organizations, residents, and other interested parties of the projects, programs, and activities of the WBC with the goal of increasing involvement and interaction with the WBC.
* Coordinates work with and develops and maintains relationships with like organizations and other partner organizations and stakeholders
* Works to engage multidisciplinary collaboration with the goal of utilizing comprehensive approaches to community building and economic development strategies
* Collect data and conducts research and develops reports on a variety of topics and issues related to the work of the WBC
* Develops and administers surveys, questionnaires, and other information-gathering tools
* Facilitates and convenes WBC constituents and other interested parties for the purposes of gathering input into services needs and engaging constituents in WBC projects, programs, and activities, and shared opportunities
* Develops and implements tracking tools to analyze outcomes, services provided and develops reports as needed
* Works with and provides support to other staff, interns, consultants, and volunteers as needed
* Researches, collects, and manages relevant economic and demographic data; (e.g., vacancy rates, median income, etc.)
* Maintains organizations' databases to ensure the information is comprehensive and up to date, e.g., owner and commercial tenant contact lists, non-profit organizations, and other entities in the West Broadway service area and north Minneapolis.

*Necessary and Preferred Qualifications*

* Ability to work at a small nonprofit organization and with diverse community stakeholders, including business owners, managers, property owners, and community members.
* Understanding of the principles of placemaking, community development, and urbanism.
* Have a significant connection to the West Broadway neighborhood and/or North Minneapolis.
* Ability to work independently, identify and communicate creative solutions to challenges, maintain a strong focus on business priorities, and have persistence in follow-through.
* Ability to schedule and track multiple projects from start to finish, from large to small, and work in the field to track progress.
* Experience in managing solicitations, contracts, and contractors.
* Ability to uphold the values of anti-displacement, economic justice, and racial justice.
* Cultural competency and ability to engage and work constructively with underrepresented communities.
* Strong communication, organization, and interpersonal skills.
* Proficient in Google Drive, Microsoft Office, and project management systems.
* Bi/Multilingual a plus

**Compensation and Benefits**: Competitive salary dependent on experience. Generous PTO and short- term leave policies. Flexible scheduling. Work-life balance is valued.

**COVID-19 Protocols**: Employees are currently expected to work at least 2-3 days a week at the office and in the field, potentially increasing in Summer 2022. Some meetings will take place virtually, and some will take place in person.

**Reports To:** Executive Director

**To Apply:** Please email applications to Executive Director at [cheryl.jensen@westbroadway.org](mailto:cheryl.jensen@westbroadway.org)

**Salary Range:** $50,000 - $60,000

**Time Commitment:** We anticipate that this work will require approximately 40 hours weekly. Hours will be scheduled with flexibility, with some nights and weekends needed for events and corridor activities.

# About Us

The WBC is a nonprofit organization that engages, serves, and advocates for the West Broadway corridor of North Minneapolis. To promote economy development, we provide assistance to local businesses, encourage visitors to come to West Broadway, and plan for the improvement of the corridor.

WBC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics, marital or familial status, or other protected classifications. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.