



HUMAN RESOURCES DEPARTMENT

City Hall, 500 Broadway Room 301

Chelsea, Massachusetts 02150

Phone (617) 466-4170

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Downtown Coordinator

\$64,913.01

POSITION SUMMARY (Full Description Next Pages)

The Downtown Coordinator is a new municipal position that facilitates collaboration among municipal departments, as well as between the City and its public and private partners in downtown Chelsea, with a particular focus on Bellingham Square and the Broadway Business Corridor. The Coordinator acts as the program manager of the City's Downtown Urban Initiative and is responsible for oversight of the area's economic, cultural, and communal bolstering and revitalization.

EDUCATION AND EXPERIENCE: BS/BA in City Planning, Urban Studies, Urban Economics, Finance, Government or a related field and three (3) years of experience in private or municipal planning development and/or economic development; or a Master's Degree with two (2) years of relevant professional experience. Degrees in business or nonprofit administration are encouraged. Demonstrated experience with downtown or "Main Streets" revitalization and community development. A combination of relevant education and experience will be considered. This position requires a strong theoretical basis gained through education as well as practical experience.

SKILLS, KNOWLEDGE & ABILITIES: Working knowledge of general economic development policies & planning principles. Experience with local economic development, small businesses, urban redevelopment, knowledge or management of commercial loan programs and underwriting, and local and state permitting processes a plus. Experience in community/economic development, and working knowledge of state and federal economic development programs and grants. Knowledge of planning and development funding mechanism and processes. Strong organizational skills, exceptional oral and written communication skills. Ability to meet and deal effectively with government agencies, citizenry and the business community. Prior experience with grant writing and project management. Ability to work individually and as part of a team. Knowledge of and experience working within state and federal regulatory frameworks required. A strong preference will be given to applicants who are bi-lingual in Spanish and English.

Qualified candidates submit a cover letter and resume to Diane Carey, Director of Human Resources & Administration, City of Chelsea, 500 Broadway, Chelsea, MA 02150. Email to dcarey@chelseama.gov or fax to: (617) 466-4175. City application forms are available in the Human Resources Department, Room 301.

The City of Chelsea is an Equal Opportunity Employer

**CITY of CHELSEA
POSITION DESCRIPTION**

JOB TITLE: Downtown Coordinator

DEPARTMENT: Planning & Community Development

PAY CLASS/GRADE: MM6 STEP 5 -- \$64,913.01

Summary Statement of Duties:

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ESSENTIAL JOB FUNCTIONS and DUTIES:

Project Management

- Oversee and monitor the City's Downtown Urban Initiative with opportunities to review progress and revise objectives as opportunities arise. The Initiative seeks to build a healthy business environment and welcoming public realm that invites, connects, and accommodates the cultural and economic diversity of the downtown community.
- Lead and organize a rebranding and marketing campaign that includes the development of traditional and social media, the implementation of cultural, social, and business events designed to foster community, and the creation of forums for civic engagement and socialization.
- Conduct outreach efforts for a diverse population including but not limited to: local businesses, local institutions, nonprofit groups, neighborhood advocacy groups, and local and state agencies.
- Place a sustained emphasis on bolstering the strength of the City's diversity, hub of immigrant owned businesses, youth engagement, and community ownership within the Broadway Corridor.
- During any infrastructure improvements in the Downtown area, provide coordination between and among the City, the City's contractors and the business owners.
- Serves as the point of contact for business owners.

Management and Staffing

- Initiate the creation and facilitation of Team Broadway; under the direction and supervision of the Coordinator, the Team will act as a coordinated system of professionals (such as police officers, outreach workers, and City Navigators) to create a welcoming environment for the entire district. Team Broadway will work to implement a system that connects residents with appropriate and useful social services and addresses negative social activity within Bellingham Square.
- Ensure adequate staffing and participation for all outreach events.

- Coordinate among Team Broadway members to assign key responsibilities, monitor progress, and inform the general public of program developments.

Data Collection, Analysis and Reporting

- Lead the creation of a database chronicling the users, uses, conditions, and feedback within the downtown in conjunction with Team Broadway.
- Utilize the baseline to determine who is regularly downtown (lingering, loitering, and passing through) and analyze a group of social conditions, such as arrests, service referrals, etc.
- Utilize collected data to make informed decisions related to events, placement, and logistical coordination.
- Create a metric for the measurement of the Downtown Urban Initiative's success and report results to the Council annually.
- Evaluate viability of expanding Farmers Market and introducing Pushcarts or Food Trucks.

QUALIFICATIONS

Education/ Experience

- BS/BA in City Planning, Urban Studies, Urban Economics, Finance, Government or a related field and three (3) years of experience in private or municipal planning development and/or economic development; or a Master's Degree with two (2) years of relevant professional experience. Degrees in business or nonprofit administration are encouraged.
- Demonstrated experience with downtown or "Main Streets" revitalization and community development.
- A combination of relevant education and experience will be considered. This position requires a strong theoretical basis gained through education as well as practical experience.

Skills, Knowledge and Abilities

- Working knowledge of general economic development policies & planning principles.
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- Knowledge of planning and development funding mechanism and processes.
- Strong organizational skills, exceptional oral and written communication skills.
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