

PUBLIC NOTICE | Now Hiring — Business Coordinator

The Town of Oakland is seeking a full time Business Coordinator. This role will work closely with businesses and community stakeholders in the Main Street, Commercial, and Arts & Entertainment Districts of the town. They will find and implement economic development incentives and improvement projects, write grants to support the town and its businesses, engage in business retention, recruitment, and incubation, promote the districts, and assist in planning promotional events. They will serve as the Main Street Manager and liaise between the Town of Oakland, Greater Oakland Business Association, and the Arts & Entertainment District to encourage continued revitalization and economic development of the Town of Oakland. Benefits include paid holidays and leave, health, vision, and dental insurance, and Maryland State Retirement. Salary starting at \$50,000 based on experience. Submit applications and resumes to Oakland City Hall, 15 South Oakland MD, 21550 or clerk@oaklandmd.com.

Business Coordinator

Department: Administration

Reports to: Town Administrator

FLSA Status: Exempt

Summary

The Business Coordinator will work closely with businesses and community stakeholders in the Main Street, Commercial, and Arts & Entertainment Districts. They find and implement economic development incentives and improvement projects, engage in business retention, recruitment, and incubation, promote the districts, and assist in planning promotional events. They serve as the Main Street Manager and liaise between the Town of Oakland, Greater Oakland Business Association, and the Arts & Entertainment District to encourage continued revitalization and economic development.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Duties and Responsibilities

1. Business District Management
 - a. Utilizes the Maryland Main Street format.
 - b. Tracks the progress of the Main Street and Commercial District, including, but not limited to, economic monitoring, photo documentation of physical changes to the commercial district, information on job creation, and business retention and growth.
 - c. Liaises between the Greater Oakland Business Association, Arts & Entertainment District, and Town of Oakland to ensure that information, requests, and approvals flow openly and efficiently between all groups.

- d. Organizes and oversees the required Main Street committees within the Greater Oakland Business Association.
 - e. Assists with fundraising activities of the Greater Business Association to ensure continued funding.
2. Economic Development
- a. Coordinate and participate in the development of economic development programs, plans, and strategies.
 - b. Seek out creative economic development incentives that businesses can utilize, write applications, and administer the incentives. Stay current with federal and state funding availability and seek out available non-public funding.
 - c. Apply for and write grants that support businesses, the town, and residents.
 - d. Meet with a representative from each business at least once annually at the business location. Work with existing businesses on retainment efforts and growth efforts.
 - e. Liaise between business, and potential business, owners and both the Mayor and Town Council and Greater Oakland Business Association.
 - f. Work to recruit businesses and to foster new businesses. Be an advocate for locating in the Town of Oakland. Provide resources on funding and available locations.
 - g. Coordinate with the county government on business recruitment and retention efforts and complimentary marketing efforts.
 - h. Maintain digital listings for all commercial buildings within the Commercial district. To the extent possible, maintain the current vacancy status and contact information to share with potential tenants/purchasers. Make available listings viewable online from the Town's website.
3. Event Management
- a. Advises the Arts and Entertainment district and Greater Oakland Business Association in the planning of promotional events that they manage, including, but not limited to, seasonal festivals and cooperative retail promotional events, to attract people to the Main Street, Arts & Entertainment, and Commercial districts.
 - b. Coordinates the annual Autumn Glory festival and the ancillary events held by the town.
4. Marketing
- a. Maintains a marketing plan for the Town of Oakland and specific economic developments.
 - b. Plans and implements marketing and advertising for the Town of Oakland, Main Street, and Commercial districts to attract people to the town and districts. Additional districts may also be cross promoted. Develops and updates promotional materials.
 - c. Maintains an active social media presence for the Town of Oakland.
 - d. Works closely with media outlets to ensure information about promotional events and businesses in the Main Street, Arts & Entertainment, and Commercial districts is widely distributed.

- e. Represents the Town of Oakland at various shows, promotions, events, and other functions.
5. Meetings and Reports
 - a. Meets with the Mayor and Town Council and Greater Oakland Business Association quarterly.
 - b. Presents on the progress of the Main Street and Commercial Districts to the Mayor and Town Council at least once annually.
 - c. Participates in the Arts & Entertainment District committee.
 - d. Represents the Town of Oakland at various shows, promotions, events, and other functions.
6. Clerical work for town operations as needed.
7. Willing to work flexible hours for events and meetings.
8. Other duties as assigned.

Qualifications

Education and Experience

- Professional experience in one or more of the following fields: historic preservation, hospitality, economics, public relations, marketing, planning, public administration, volunteer or nonprofit administration, or small business development.
- Prior experience in grant application, writing, and administering preferred.
- Bachelor's Degree in a related field preferred.

Knowledge, Skills, and Abilities

- Must understand and stay current on the issues confronting businesses, property owners, public agencies, and community organizations in the Commercial and Arts & Entertainment districts.
- Imaginative, well organized, detail oriented, and capable of functioning effectively in an independent situation.
- Ability to write professional business letters and grant applications.
- Ability to create spreadsheets and data visuals to track and report the progress of the Commercial and Arts & Entertainment districts.
- Ability to effectively represent and present information to stakeholders, including, but not limited to, the Mayor and Town Council, senior management, the Greater Oakland Business Association, the Arts & Entertainment District, businesses, property owners, and citizens.

Certificates and Licenses

- Valid driver's license

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- In performing the duties of this position, it will be required to listen and communicate.
- The required use of the computer and preparation of paperwork demands extensive use of hands and fingers.
- Days of outdoor events will be spent primarily outside even in poor weather.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.
- Travel to various work sites, businesses, and/or meeting locations is required.
- While visiting business sites, the employee will be required to move around large areas of property with varying terrain, and climb stairs, ladders, and/or ramps.
- Work is generally completed on a regularly scheduled basis, however, attendance at meetings or completion of work outside of normal scheduled hours will be required on a regular basis.