



### **JOB DESCRIPTION: Program Coordinator – 21<sup>st</sup> Century Business District**

The 21<sup>st</sup> Century Business District Program Coordinator at Lawrenceville Corporation (LC) is responsible for growing the neighborhood's business districts responsibly, and cultivating working relationships with members of Lawrenceville's business community with a strong emphasis on community participation. The Program Coordinator leads LC's marketing & communications strategies, and is responsible for community event planning and member relations. This is a regular, full-time position and reports to the Executive Director.

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

Performs duties and responsibilities that may include the following tasks:

#### **Project Management**

- Coordinate development of Main Street initiatives that make sense in a 21<sup>st</sup> century context.
- Serve as primary staff liaison to Lawrenceville United for the Responsible Hospitality initiative.
- Serve as liaison to business community for Lawrenceville Works!, our workforce development and job-training partnership with Goodwill and Lawrenceville United.
- Serve as liaison to Sustainable Pittsburgh Restaurants program and coordinates neighborhood participation in the program.
- Coordinate transportation & mobility infrastructure initiatives in the commercial district, particularly around parking and bike infrastructure.
- Compose grant applications to support business district health, and assists Executive Director with any related grant proposals as needed.

#### **Marketing and Communications**

- Oversee media and marketing activities that promote Lawrenceville to regional and national audiences.
- Develop and implement marketing and social media plans for all LC programs.
- Oversee production and distribution of print and digital marketing materials, collaborating with LC staff, local businesses, community organizations, and professional designers as appropriate.
- Maintain lvpgh.com website, including regular posts and updates, events calendar, business directory, and other features.
- Develop, write and design regular e-newsletters for distribution to a variety of audiences including funders, business owners, residents, visitors and others.
- Develop and write original content for blog posts, press releases and fact sheets on various aspects of the LC's work.
- Oversee production and distribution of Lawrenceville Business Directory & Map.
- Build and maintain working relationships with editorial staff and reporters from local and regional media outlets.
- Represent LC at community, city and regional events and meetings, including evenings and weekends.

#### **Community Outreach and Member Relations**

- Build and maintains relationships with neighborhood constituents.
- Serve as the welcome wagon and resource conduit for new and existing businesses.
- Provide technical assistance and referrals to businesses as needed.
- Serve as staff liaison to citywide/regional organizations that advance the development of neighborhood business districts or support small business growth.
- Assist Director of Operations with annual membership campaign and related efforts.



### Event Planning

- Assist with planning and executing various events, including the LC's Annual Membership Meeting, community-wide events such as the Cookie Tour and spring marketing campaign, and other events as assigned.
- Serve as event liaison between the LC and local businesses, community organizations, designers, publications, vendors, etc.
- Provide event support including creating and tracking budgets, event registration, implementing marketing plan including social media promotion, collateral material design, ad buys, etc., assist with event logistics.
- Attendance at events required, including evenings and weekends.

### Administration

- Assist LC staff with day to day office administration.
- Maintain well organized paper and digital records, files and databases for members, funders, businesses, media, events, etc.
- Other duties as assigned.

### EXPERIENCE, EDUCATION & ABILITIES

- Bachelors degree in urban planning, marketing, communications, English, or related field.
- Two or more years of progressively responsible experience in a community development, marketing/communications, or project management role.
- Familiarity with the Lawrenceville community; knowledge of community and small business development a plus.
- Ability to communicate effectively and professionally, both verbally and in writing.
- Strong organizational and project management skills with a keen attention to detail.
- Professional and positive attitude with a strong work ethic.
- Ability to work both independently and collaboratively in a small non-profit environment.
- Ability to exercise sound judgment.
- Understanding of the publication processes from conception to printing.
- Proficiency with Microsoft Office, Adobe Creative Suite, WordPress, Google Apps for Business, database management.
- Web content management experience.
- Reliable transportation and ability to travel for work-related functions.
- Must be available for regular evening and weekend meetings or other job-related activities.

### Salary & Benefits

The Program Coordinator – 21<sup>st</sup> Century Business District is a regular full-time position with a salary range of \$31,200-\$37,440, commensurate with experience. Benefits include medical and dental insurance, retirement plan with employer match, and paid holidays, vacation, sick, and personal leave.

**The Lawrenceville Corporation** is a non-profit community development corporation with a mission "to act as a catalyst and conduit for responsible growth and reinvestment in the Lawrenceville community."