



Position: Business Recruitment, Retention & Expansion Coordinator
Classification: Full-time, Non-Exempt
Reports To: Executive Director

The El Paso Downtown Management District (DMD) is looking for a highly motivated, organized, outgoing, public service driven individual to work in a highly visible, high energy, ever evolving, downtown environment. The DMD is a quasi-governmental entity and an equal opportunity employer.

Position Description

The Business Recruitment, Retention & Expansion Coordinator is responsible for the development and implementation of the organization's new BRR&E Program (see Program Objectives and General Strategies), including but not limited to establishing inventories, collecting data, interviewing businesses, assisting business/property owners and attracting specific small businesses under the guidance, direction and supervision of the Executive Director. The BRR&E Coordinator assists the Executive Director in providing support to the Board of Directors and all standing committees.

Specific roles of the Business Recruitment, Retention & Expansion Coordinator include:

- Build relationships and speak directly with business owners to identify challenges and opportunities.
- DMD program administration as it relates to the objectives of the DMD's Business Recruitment, Retention & Expansion Program.
- Oversees program administration, performance tracking, DMD account management; general office administration; oversee records management and reporting for program administration (See Program Overview for greater detail).
- Assist the Executive Director in implementing the Board's policies, procedures, strategic goals and objectives; provide front-line support as needed in all areas of operations.
- Assist with developing and maintaining partnerships and relationships with the City/County and other entities, including groups who may have competing interests.
- Establish and maintain effective working relationships internally and externally.
- Other duties as assigned by the Executive Director.

Qualifications:

- Bachelor's degree from accredited college or university in Business Administration or related discipline.
- At least three years' experience managing programs and working with private sector businesses or other key organizations, and members of the community.
- Business management, recruitment and real estate experience.
- Knowledge of Downtown El Paso, its districts and business community.
- Technical writing proficiency, strong work ethic, independent, self-motivated.
- Ability to communicate effectively with a broad range of audiences.
- Bilingual or Multilingual (English/Spanish/Korean)

Compensation:

- Starting Salary Range: \$40,000 to \$50,000 based on qualifications.
- Health Insurance: DMD pays approximately 75% of the monthly individual premium provided by the DMD identified carrier. Employee pays 25% of the monthly individual premium and 100% of any additional chosen dependent coverage.
- Paid vacation, sick leave, holidays.
- Paid parking.

To Apply:

Submit the Downtown Management District Application for Employment, a cover letter, and an up-to-date resume with references and salary history, to:

Joe Gudenrath
Executive Director
El Paso Downtown Management District
201 E. Main, Suite 107
El Paso, TX 79901
jgudenrath@elpasodmd.org



Downtown Management District Business Recruitment, Retention and Expansion Program

Overview

The Downtown Management District (DMD) is committed to helping its long-time small business owners grow with the evolving downtown community, and attract those business that will support, complement and contribute to the growth of others. In 2020, the DMD's Business, Recruitment, Retention and Expansion Program was launched with the intent to further strengthen the downtown through targeted small business assistance, growth from within the existing business community, and the attraction of complimentary small businesses.

Program Objectives

Objective #1 – Retention

1.1. Establish Point of Contact

- a. Identify all businesses within Downtown El Paso
- b. Identify business owners and/or primary contacts
- c. Provide all business owners with contact information of BRR&E Coordinator

1.2. Business Interviews

- a. Conduct in person interviews with every business on an annual basis to determine challenges, opportunities, needs and growth potential.

Objective #2 – Expansion

2.1. Business to Business

- a. Assist in the identification and connection of business relationships between downtown businesses.

2.2. Event Opportunities

- a. Establish strategies to connect businesses to events, conventions, and conferences to take advantage of high traffic opportunities.

2.3. Access to Resources

- a. Identify challenges and obstacles businesses face when considering business expansion.
- b. Identify and connect businesses to resources and organization who can assist in business expansion.
- c. Provide all business owners with information about DMD Programs, Projects & Services
- d. Identify initiatives, programs, grants, incentives, etc., the DMD may consider in order to support the expansion of downtown businesses.

Objective #3 – Recruitment

3.1. Needs Assessment

- a. Identify the types of businesses and specific businesses needed to support existing businesses and the evolving customer base.
- b. Determine generic specifications associated with business types.

3.2. Area Demographics and Inventory

- a. Gather data and information concerning local demographics.
- b. Identify local properties for sale/lease, available square footage, lease rates, and broker contact information.

3.3. Target and Attract Businesses

- a. Identify specific businesses that meet local needs and are suitable for available spaces.
- b. Contact identified businesses to increase awareness of downtown opportunities.
- c. Serve as a liaison between targeted businesses and local property owners/brokers.