

**Title:** Senior Vice President, Downtown

**Reports To:** Chief Strategy Officer

## **Position Summary:**

Greater St. Louis, Inc. drives economic growth for the 15-county, bi-state metro region with a unified voice, a bold agenda, and as one St. Louis metropolitan area that is anchored by a vibrant urban core. Grounded in the STL 2030 Jobs Plan and the recently adopted Design Downtown STL neighborhood plan, Greater St. Louis, Inc. recognizes the critical role that Downtown St. Louis plays in the economic vibrancy and growth of our metro. Downtown St. Louis is a dynamic neighborhood that is the home to thousands of jobs, a growing residential population, world-class sports, and cultural and recreational amenities that attract visitors from around the world.

Greater St. Louis, Inc. seeks a dynamic, entrepreneurial, and results-driven leader to serve as its first Senior Vice President, Downtown. Greater St. Louis, Inc. is focused on improving the long-term economic success of the St. Louis metropolitan area through location-focused placemaking, event development and activation, thought leadership, real estate revitalization, and relationship-building that engages diverse stakeholders throughout the Downtown St. Louis community. The ideal candidate for serving in this senior leadership role will be an action-oriented leader with an entrepreneurial spirit and a clear track record of success and deep expertise in community placemaking, business relationship management, event management, space activation strategies, program management, stakeholder engagement, brand management, and strategic communications.

## **Outcomes:**

Successful outcomes for the employee in this position include:

- Develop, implement, and manage programs related to Downtown engagement; identifying and coordinating public and private resources necessary to ensure development of strategic corporate and community connections
- Develop and scale Downtown St. Louis, consider the context of the existing environment, complement its historic character, and encourage development that is compatible with and offers improvements to Downtown St. Louis' environment
- Drive investment in and vitality of Downtown St. Louis to benefit the entire region and enable the area to obtain support from key stakeholders

## **Essential Functions:**

- Guide the growth of the St. Louis Downtown economic base as part of Greater St. Louis, Inc. in a manner consistent with the Design Downtown STL neighborhood plan
- Build and manage committees, councils, task forces, and coalitions of stakeholder interests to develop and execute Downtown objectives and defined outcomes
- Build trust and strong working relationships with diverse Downtown stakeholders, including Downtown business leaders, residents, community groups, public officials, and other stakeholders to advocate for innovative planning and urban design practices that enhance the Downtown area
- Develop and execute opportunities for community placemaking through infrastructure and other investment designed to enhance neighborhood experiences and advance Downtown as a preferred location to live, work and play
- In collaboration with local stakeholders, design and carry out best-in-class entrepreneurial business models and revenue streams to support programming, activations, infrastructure revitalization, and other development activities and public events Downtown
- Collaborate with Greater St. Louis, Inc.'s business attraction and retention initiative, to drive employer recruitment and retention
- Advance messaging and communication efforts with senior communication staff and external professionals to advance Downtown goals
- Work alongside internal and external professionals and organizational resources effectively by building strong rapport with other GSL teams
- Deliver work product and successful outcomes in a fast-paced, entrepreneurial, and results-driven environment

- Exercise sound and strategic independent judgment within the overall direction and priorities established by the organization
- Perform additional duties and responsibilities as may be assigned by Greater St. Louis, Inc.

#### **Characteristics Needed for Position:**

- Unshakable under pressure; ability to juggle multiple major projects and priorities; adept at working in an ever-changing and often-conflicting environment
- Exceptional written and verbal communication skills with a proven ability to communicate effectively across various platforms and channels to inform and persuade diverse stakeholder groups
- Excellent interpersonal, stakeholder engagement and relationship-building skills
- Ability to work at a fast pace with great attention to detail
- Strong focus on agility
- Ability to balance multiple priorities at once to meet deadlines
- Work with urgency to drive growth in our region
- Dedication to fulfilling the mission

#### **Education & Specialized Training Required:**

- Bachelor's degree in areas such as public policy, urban studies, community development, marketing and communications, or another relevant field required
- Advanced degree (JD, MBA, MPA, MPP, MSW) or graduate coursework in a relevant field preferred
- Substantial experience in neighborhood development, planning, economic development or a related discipline within an urban setting, including, for example:
  - Significant experience in leading program development in a civic setting, particularly focusing on the development of a downtown or city center area
  - Civic leadership; working with municipal governments
  - Leadership of a large neighborhood association, Community/Business Improvement District or other organization focused on urban placemaking or development
  - Significant experience in community engagement and partnering with small, mid-sized and large businesses to support and encourage municipal development
  - Significant experience in place development, including infrastructure development and space activation strategies in an urban setting
  - Significant experience in managing projects and project teams through completion
- Experience in managing change and long-term growth within an urban setting
- Experience leading nimble, dispersed teams of both direct reports and contracted resources with clear accountability for results

#### **Salary and Benefits**

Greater St. Louis, Inc. offers a competitive salary and benefits package, including health, dental and vision insurance, paid time off, holidays, and 401(K) with a Company match.

#### **About Greater St. Louis, Inc.**

Greater St. Louis, Inc. is a 501(c)(6) organization of businesses formed through the merger of five private-sector led and St. Louis-focused economic development and civic leadership organizations on January 1, 2021. The five combining organizations were AllianceSTL, Arch to Park, Civic Progress, Downtown STL, Inc., and the St. Louis Regional Chamber. Greater St. Louis, Inc. brings together the business community to help drive economic growth and create opportunities for all with a focus on inclusive growth. As a result of the merger, we are in a position to drive economic growth with a unified voice, a bold agenda, and as one St. Louis metropolitan area that is anchored by a vibrant urban core. Additional information is available at [www.GreaterSTLinc.com](http://www.GreaterSTLinc.com).

#### **Equal Employment Opportunity (EEO) Statement of Inclusion**

Greater St. Louis, Inc. is an equal opportunity employer which extends equal employment opportunities (EEO) to all qualified individuals, with regard to all terms and conditions of employment.

**Contact**

To inquire about the opportunity, please email [Reed@GreaterSTLinc.com](mailto:Reed@GreaterSTLinc.com) with your résumé, cover letter including salary expectation, and at least three professional references.

You can apply through [LinkedIn](#) or [Indeed](#).