

Job Description
12/30/09

Position:

Retail Manager, Castle Rock Economic Development Council

Position Summary:

This full-time, salaried position will have management-level responsibility over retail business recruitment, retention and redevelopment. The position will work with the Castle Rock Economic Development Council, Town of Castle Rock, Castle Rock Chamber of Commerce and the Castle Rock Downtown Development Authority to attract new and grow existing retailers in the community. Ability to work independently is a must. Limited travel will be required.

The position reports directly to the Castle Rock EDC President/CEO. The position responsibilities will include but are not be limited to the following areas:

Retail Business Development:

- Proactively solicits targeted businesses
- Builds and maintains relationships with prospects, brokers, and target companies
- Attends key networking and industry meetings
- Assists with creating customized demographic reports that may require the integration of GIS applications
- Conducts general real estate searches and shares responsibility for the maintenance of the Castle Rock real estate database, including data entry and verification
- Participates in business prospect meetings when retail development is part of the location equation
- Actively assists in the retention and expansion of both existing retail business and property owners.

Market and Data Analysis

- Proactively markets and supports all retail developments and opportunities within the Town of Castle Rock, building a relationship with retail property owners
- Assists the contracted retail consultant in the creation and implementation of the strategic retail marketing plan
- Performs detailed economic market research and analysis and presents it in an easy to understand format
- Creates, analyzes and presents key economic and strategic data related to the retail trade area surrounding Castle Rock

Administrative and Reporting Functions

- Track, analyze and report on retail activity including prospect activity, companies assisted and sales tax generation
- Performs high quality verbal presentations before public and private sector investors and stakeholders
- Leads the retail taskforce, including taking and distributing minutes, creating agendas, and maintaining taskforce contact list
- Performs presentations to business, developers, brokers, government and other relevant groups regarding the recruitment and retention of retail business in Castle Rock
- Performs monthly retail updates and reports for internal and external use
- Assists with researching and compiling data relevant to benchmarking other top performing organizations
- Assists with data entry and research of Business Expansion/Retention Program
- Completes assigned special projects requiring information collection, marketing and outreach that support the overall organizational goals

Educational / Professional Requirements:

The ideal candidate has a degree in one the following disciplines: Business, Economics or Marketing. It would be strongly desirable to have prior professional experience working in real estate, economic development or marketing.

Preferred Qualifications / Skills:

The first requirement is a proven track record of the candidate's ability to work successfully in a team environment, and to be a *strong* team player with the best interest of the organization paramount. Specific job requirements include:

- Strong problem-solving skills are needed to answer and deliver on complex non-routine questions and requests
- Demonstrated responsibility and leadership skills
- Self-starter with the ability and desire to manage time and priorities accurately and follow through in all areas of responsibility
- Excellent verbal and written communication skills
- Competency in the following computer programs is a must: Excel, Powerpoint, Access, Outlook, Explorer and Word. Additional computer related skills valued include: GIS related software (Arc view 9.1 or newer), PhotoShop and Illustrator
- Strong people skills with a positive attitude, including the ability to establish and maintain effective working relationships with companies, investors, board members, employees, elected officials, agencies, community organizations, special interest organizations, business officials and the public
- Strong customer service skills
- Ability and willingness to make cold calls to the business and brokerage community
- Ability to work under critical deadlines
- Good organizational and multi-tasking skills
- Demonstrated professionalism in appearance and actions
- Position requires the ability to quickly assimilate new ideas, and a willingness to pursue new educational opportunities
- **Confidentiality** - the position is required to safeguard and work with confidential information of the highest importance on a regular basis. Confidentiality is regularly entrusted, so records and information must be handled responsibly and accurately to assure employee and client confidence and the integrity of Castle Rock EDC

Salary Range:

\$30,000-\$55,000 per year

Submission:

Deadline: close of business Friday, January 29th
To (electronic submission is preferred):

Frank@CastleRockEDC.com

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Equal Opportunity Employer