



Portola Neighborhood Association

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Corridor Manager – Job Description

PNA background

The Portola Neighborhood Association (PNA) is comprised of committed neighborhood leaders, residents and merchants. Our mission is to continue to revitalize the San Bruno Avenue commercial corridor in San Francisco's Portola neighborhood by supporting improvements to local businesses and the business community. Our goal is to build community pride by assisting business growth, adding and maintaining public arts, streetscape and beautification projects, and by organizing special events. The San Bruno Ave commercial corridor is San Bruno Ave from Silver Ave to Mansell St in San Francisco.

Position Summary

Corridor Manager (CM) is a full-time position responsible for managing the commercial revitalization of San Bruno Avenue. The CM's primary role is to work with local business merchants, property owners and community stakeholders under the direction of the PNA's volunteer board, to improve the business community on San Bruno Avenue. The task may involve, but is not limited to, assisting individual businesses with referral to city and technical resources; facilitating and managing a façade improvement program; and developing relationships with commercial property owners, existing businesses and prospective businesses that will help establish organizational capacity for the business community. The CM will also work closely with the PNA Board to develop a Commercial Corridor Revitalization Plan and identify volunteers and partners to implement those activities.

Job description

- Develop strong relationship with San Bruno Ave property owners and businesses and implement Commercial Corridor Revitalization Program with a variety of activities related to economic development (Small business development, business attraction, property owner support and marketing);

- Maintain outcome-tracking database of business attracted, jobs created and private/public funds leveraged;
- Conduct outreach to businesses, local contractors, design professionals and material vendors to develop and promote a façade improvement program;
- Serve as the PNA’s representative to property owners, merchants, community stakeholders and city agencies;
- Work with businesses one-on-one regularly to identify specific business needs and make necessary referrals to City resources;
- Work with PNA board member and subcommittees to support community-led projects and facilitate organizational partnerships relating to safety/crime prevention, transportation, public arts, beautification and design;
- Manage day-to-day operation of the PNA office and work with fiscal sponsor to manager organizational budget and oversee contracts, invoices, payments and finances;
- Prepare and publish communication materials to disseminate information about PNA’s programs;
- Collaborate on agendas for PNA board meetings and coordinate tri-annual community meetings;
- Manage workload for program assistant, intern(s) and volunteers

Attributes

- Undergraduate degree required, graduate degree in community/economic development or city planning preferred with a minimum of 3 years of work experience in related economic development, real estate development and/or urban planning.
- Community organizing and experience working with Steering Committee and volunteers;
- Experience working with business owners, property owners and city agencies in an economic development context;
- Experience developing and managing publicly funded physical improvement programs;
- Project management experience effectively managing multiple projects and deadlines;
- Excellent written and oral communication skills and public speaking skills;
- Experience writing and managing City grants, foundation grants and contracts with a working knowledge of fiscal management and budgeting;
- Proven ability to outreach to and work successfully with diverse communities;

- Genuine interest and experience in placemaking and urban revitalization;
- Familiarity with southeast neighborhoods in San Francisco a plus;
- Bilingual Cantonese speaking a strong plus but not required

Additional Information and Application Process

This position is currently classified as an independent contractor consultant.

The position is full time and reports to the Portola Neighborhood Association (PNA).

The fiscal sponsor is Bay Area Community Resources (BACR).

The PNA Corridor Manager Consultant will receive support from Bay Area LISC and the San Francisco Office of Economic and Workforce Development.

To apply, please submit a resume, cover letter, and a one-page sample of your professional writing by **July 31st** to:

PNA Corridor Manager Position (reference in the subject line)

balisc@lisc.org

Only those candidates who are being considered will be contacted.

Please do not contact the LISC office directly regarding this opportunity.

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