



**MidTown Cleveland, Inc.  
Job Description**

**Business Outreach Specialist**

**About MidTown.** MidTown Cleveland, Inc. (MTC) is a dynamic and high performing 501(c)(3) economic and community development corporation whose mission is to leverage the diverse assets in the area to develop a dynamic neighborhood that unites the city's downtown and innovation districts. MTC has seen remarkable growth and transformation over the past several years as more businesses, nonprofits, residents, and institutions move to the neighborhood, stimulating development and helping change the area from a pass-through to a place. More information on MTC is available at [www.midtowncleveland.org](http://www.midtowncleveland.org).

**Position Overview:** MidTown Cleveland, Inc. is seeking a motivated, goal-oriented and resourceful economic development professional to join our team. The **Business Outreach Specialist** will work with businesses from multiple sectors in the MidTown neighborhood and beyond in order to strengthen some of the top neighborhoods for economic growth in the city's urban core. This position will also provide opportunities to work on other special projects related to economic development in the MidTown neighborhood.

Primary duties include conducting company assessments to identify and resolve company service needs, analyzing company information to identify economic trends, managing expansion or retention opportunities, and using a variety of resources to stimulate business and neighborhood investment and foster job creation. Sectors will include the traditional manufacturing base, emerging maker industries, health-tech and high-tech businesses and other professional services. The position includes a role with the **City of Cleveland Industrial Retention Initiative (CIRI) Industrial Development Manager** in Region 2, comprising the downtown, near east and near west side of Cleveland.

The CIRI program is coordinated by **Manufacturing Works**, a non-profit economic development organization dedicated to improving the community through supporting the growth of the manufacturing industry and its workforce. The CIRI program is funded by the City of Cleveland's Department of Economic Development with whom the associate will work closely on key projects. The CIRI Manager will be based in and report to MTC while being a part of and working with the Manufacturing Works team of CIRI managers.

**Job responsibilities.** The candidate must have the skills and experience to perform the following duties.

**CIRI**

- Conduct outreach visits to manufacturing-related businesses within CIRI Region 2.
- Identify and track business problems and issues and see projects through to resolution using the CIRI program CRM database (i.e. Microsoft Dynamics)
- Assess economic development issues, trends and high-impact solutions during outreach visits.
- Compile required reports as directed by the CIRI Program Director.
- Meet specific targets for unique company visits and services as set by the CIRI Program Director.
- Identify companies with key real estate and growth projects and connect leads with the City of Cleveland Department of Economic Development.
- Attend Manufacturing Works staff meetings and related events (e.g. Annual Meeting) to foster strong internal staff and external stakeholder relationships.

## MidTown

- Conduct outreach visits to non-manufacturing related businesses within the MidTown neighborhood and work to match available public, non-profit and private technical and financial resources to business needs.
- Build and maintain relationships with business owners, public officials, non-profits and intermediaries.
- Identify and track business problems and see projects through to resolution using Salesforce CRM.
- Track and understand business workforce needs in MidTown to support Hire Local initiative.
- Serve as brand ambassador for economic development in MidTown by attending events, seeking out public speaking opportunities, and developing relevant content for the business community.
- Perform other duties as assigned.

**PRIMARILY INTERFACES WITH:** MidTown Cleveland staff, Manufacturing Works staff, business owners and leaders, City of Cleveland Department of Economic Development, City of Cleveland officials, and vendors.

## QUALIFICATIONS

### Experience

- Experience with, knowledge of, and/or interest in manufacturing, workforce and economic development
- Minimum of 3-5 years work experience
- Accomplished in project management
- Proven ability or willingness to learn how to relate to senior manufacturing leadership
- Demonstrated success delivering strong customer service
- Knowledge of business operations and local, state and federal economic development resources

### Education

- Bachelor degree in business, economic development, urban planning and development, or related field or equivalent work experience

### Personal Characteristics

- Sales personality with excellent interpersonal skills, including verbal, written and over the phone
- Excellent time management and ability to manage multiple projects
- Creative approaches toward problem solving
- Works independently and in a team environment
- Resourceful, persistent, love of learning, detail-oriented and accountable for results
- Understands the connection between economic and community development with an equity lens

**OTHER:** This is a full-time position requiring occasional evening and weekend work. Must have reliable transportation and possess a valid driver's license. The position requires spending a minimum of one day a week or ~20% time at the Manufacturing Works office. Must be comfortable working in various manufacturing settings. Demonstrated proficiency with Microsoft Office and CRM database software (i.e. Salesforce and Microsoft Dynamics).

**COMPENSATION:** MidTown offers competitive compensation and benefits, including retirement options, medical benefits, and paid time off. MidTown is an equal opportunity employer.

Applications will be reviewed starting immediately until an appropriate candidate is identified. Email a resume and cover letter stating salary requirements to [ckelly@midtowncleveland.org](mailto:ckelly@midtowncleveland.org) with the position in the subject line.