

Portland Business Alliance
POSITION DESCRIPTION

POSITION: The Downtown Retail Advocate
Full Time

DEPARTMENT: Downtown Portland Clean & Safe

REPORTS TO: Director, Downtown Programs

FLSA STATUS: Non-Exempt

PHYSICAL STRENGTH: Light

UPDATED: February 2022

SUMMARY

The Portland Business Alliance is the Greater Portland Chamber of Commerce and the leading voice for business in the region. The Alliance advocates for business at all levels of government to support commerce, community health and the region's overall prosperity. The Downtown Retail Advocate acts as a consultant to the Portland Business Alliance and Downtown Portland Clean and Safe, Prosper Portland, and the City of Portland to promote retail and restaurant development in the Downtown and Old Town districts. The main purpose of the Retail Advocate is retail retention and recruitment.

ESSENTIAL FUNCTIONS

- Seeking out and recruit retail businesses and stores, as well as food & beverage (including food carts), and personal services operators that fit with a Portland Downtown Retail Strategy.
- The advocate builds relationships with prospective operators, tracks future interest, and with building owners and landlords (and/or their representatives), matches new operators with spaces.
- Build and maintain database of tenant prospects and of properties.
- Work with prospective retailers from initial contact through to store opening.
- Business retention: working closely with the national retail brands as well as local retail partners to identify and address areas of concern for retailers (shops/restaurants/hotel/food carts).
- Help to promote business vibrancy and sustainability in the Downtown and Old Town area and supports activities around marketing/events.
- Lead a targeted retail recruitment effort and facilitate the negotiation process for downtown retail projects with brokers and property owners with a focus on recruiting local, woman owned, and minority owned businesses.
- Provide guidance and resources to startup retail and local entrepreneurs moving into the Downtown and Old Town areas.
- Assist in the development of a strategy to tenant the retail space within the 10th and Yamhill Smart Park and other city owned garages.
- Aid in the development a recruitment strategy for national and local, independent retailers and restaurants.

- Support retention efforts of existing key Downtown and Old Town retailers
- Provide guidance on financial incentives and technical assistance available for strategic partners through Prosper Portland.
- Provide support for the PDX Pop Up Shop retail development program.
- Attend and participates in industry-related professional associations, conventions and trade shows including continuing educational opportunities to keep abreast of trends and developments in the field of retail development
- Help promote joint promotional events, such as festivals, tourism, or cooperative retail promotional events that help create a robust retail ecosystem
- Works collaboratively in a team environment with a spirit of cooperation.
- Displays excellent communication skills including presentation, persuasion, and negotiation skills required in working with [stakeholders/business owners/retailers/coworkers/visitors/community members] and including the ability to communicate effectively and remain calm and courteous under pressure.
- Respectfully takes direction from Supervisor.
- Other duties and projects, as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES.

- At least 3-5 years of previous experience in Commercial Real Estate leasing, either office or retail locations. No current real estate license is required.
- Extensive market and real estate knowledge with proven track record of negotiating deals.
- Extensive knowledge and experience of Real Estate site acquisition and pipeline process.
- Extensive knowledge of lease administration process
- Extensive knowledge of specialty store and national retailing in shopping mall, power center, neighborhood and street retailing environments
- Knowledge on retail business cycles

SUCCESS FACTORS

- Excellent customer satisfaction; focused and responsive to clients and team members.
- Ability to follow through on assigned tasks with limited supervision.
- Excellent time management and organizational skills.

WORKING CONDITIONS

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This job operates both in a professional office environment and on the sidewalks of the city. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Employee Signature: _____

Employer Representative: _____

Date: _____

The Portland Business Alliance is an equal opportunity employer and does not discriminate against any employee or applicant on the basis of age, color, disability, gender, gender identity, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.