

Downtown Norfolk Council Job Description



Job title	<i>Selden Market Manager</i>
Reports to	<i>Director of Economic Vitality</i>

Job purpose

The overall mission of the Selden Market Manager is to orchestrate the smooth operation and strategic advancement of our retail marketplace and incubator. They oversee all day-to-day operations of the market, manage facilities, tenant communication, tenant move-in/out, and market calendars. Through effective leadership and collaboration with internal and external stakeholders, they implement marketing strategies, events, and promotions to drive foot traffic and elevate the market's visibility within the community. By staying attuned to market trends and consumer preferences, the Manager will continuously innovate and adapt the market's offerings to meet evolving demands. Ultimately, as the Manager of the retail vendor market, you will play a pivotal role in curating a dynamic marketplace that fosters entrepreneurship, supports local businesses, and delivers exceptional shopping experiences to our valued customers.

Duties and responsibilities

The Selden Market Manager will be responsible for but not limited to the following:

- General
 - Be the public face/go-to resource for the Selden Market project
 - Report regularly to Director of Economic Vitality, DNC leadership team and DNC Economic Vitality committee on the operation of the market
 - Support Director of Economic Vitality and DNC with additional duties as assigned
 - Cultivate an inclusive environment within the market, ensuring that all businesses, visitors, tenants, and vendors/contractors feel welcomed, respected, and valued
- Operations & Facility Management
 - Oversee day-to-day operations, maintenance and security efforts to ensure smooth market operations and a high-quality customer experience
 - Coordinate and manage all maintenance requests, work orders and facility issues with landlord and various vendors
 - Manage tenants and vendors to ensure shared community kitchen is clean and well maintained
- Customer Service
 - Handle all Selden Market customer communication and issues to ensure a positive customer experience
- Marketing & Design
 - Plan and implement marketing and social media efforts with support from DNC marketing team to increase the exposure of Selden Market to businesses, residents, tourists and the general public
 - Design flyers, posts and other marketing materials as needed within Selden Market and DNC brand standards
 - Ensure all marketing resources and platforms are up to date (website, social media, Google, Yelp, signage, etc.)
- Event Production
 - Encourage regular activation by Selden Market tenants and coordinate use of space
 - Develop, plan and produce regular Selden Market/DNC events within Selden to increase foot traffic, boost pop-up vendor opportunities and to ensure Selden Market is an active community gathering space
 - Work with outside organizations to partner on events, coordinate with contractors, vendors, tenants, etc. and follow all local, state and federal regulations
- Tenant Relations

- Maintain all tenant/building calendars and communication, including open office hours, tenant meetings, Slack, etc.
- Work closely with tenants to ensure a positive atmosphere for all businesses, creatively problem solving any tenant issues that arise and building moral and comradery between businesses
- Manage and assist with tenant space buildout
- Attract businesses for and manage a diverse and extensive pop-up vendor program
- Business Education
 - Plan and support regular business education and mentorship for incubator businesses
 - Track, distribute, review and flag tenant reports and operations to ensure health of Selden Market businesses
 - Connect businesses with available grants, financial incentives, mentorship, and educational opportunities

Qualifications

- Bachelor's degree in Business, Economic Development, Property Management, Marketing, Business Administration, Marketing or related field preferred
- Minimum of three years of experience in marketing and event production
- Minimum of three years of experience in people management
- Experience with property, tenant, vendor and security management
- Excellent writing and verbal communications skills
- Excellent interpersonal skills, including the ability to build relationships, build support among stakeholders, listen and provide assistance
- Track record exhibiting a reliable, strong work ethic and team attitude
- Self-manager with ability to take action quickly and effectively
- Creative, innovative implementation and problem solving skills
- Proficiency in MS Word, Excel, PowerPoint, Teams, Google Suite, Adobe Creative Suite and Canva (or similar design software), Slack

Working conditions

Due to the nature of Downtown Norfolk Council and Selden Market initiatives, there will be a need for the Selden Market Manager to work before and after normal business hours to attend meetings and provide additional service for DNC and market events and activities.

Compensation

Starting salary: \$50,000-\$55,000

Benefits include health, dental, life and vision insurance, 401k, vacation and sick pay, parking and more.

Physical requirements

To support DNC and Selden Market events and other operations, it may be necessary for Selden Market Manager to load and transport equipment and supplies. Additional event and general support will require standing for extended periods of time, having periods of rest, for a range of three to ten hours.

How to apply

Send resume and cover letter to careers@downtownnorfolk.org with the subject line "Selden Market Manager Position."