



## **Business Engagement Specialist**

### About Downtown Wichita

Downtown Wichita is a private 501(c)(3) nonprofit corporation that amplifies the energy, capital, and growth of downtown by empowering residents, visitors and businesses to explore the possibilities of the city's core. Collaborating with stakeholders, the organization stimulates continued investment and interest in downtown and connects resources from the private sector and local government that allow commerce and culture to thrive. For more information, visit [www.downtownwichita.org](http://www.downtownwichita.org).

Since 2010, downtown Wichita has experienced more than \$2 billion in investment, ranging from housing development to Class A office space to street improvements and new public parks. With a pipeline of more than half a billion dollars in additional development activity, Wichita's downtown is filled with opportunity for new businesses, programs, amenities, and events.

### Job Summary

Downtown Wichita is hiring a Business Engagement Specialist. This key role seeks to strengthen the relationship between Downtown Wichita and businesses located within the 100-block district defined by the Arkansas River, Kellogg Ave, Washington Street, and Central Ave. The Business Engagement Specialist works to attract and retain businesses, fill gaps in available retail, and improve the overall quality of life for stakeholders in the downtown area through placemaking and event management. This position reports to the Executive Director.

### Key Responsibilities

- **Database Management**

Gather and categorize business information in an internal database, including business contact name and email, type of business (e.g. office, restaurant, shop, personal services),

location, etc. Building and maintaining this database are crucial for Downtown Wichita's ability to communicate with business owners about events, promotions, questions, and concerns.

- **Business Retention and Recruitment**

Develop relationships between business owners/employees and Downtown Wichita through regular visits to and communication with street-level businesses. Build trust and share information about available resources, including façade grants, referrals to lending and economic development programs, introductions to peer organizations and companies, and shared marketing and promotions. Meet with prospective downtown businesses to share market research and data on available real estate. Share information on downtown districts and trends, including daytime population, traffic counts, etc. Coordinate with local government, educational institutions, and non-profits to obtain and update relevant market data.

- **Content Generation**

Brainstorm content to promote downtown Wichita businesses on social media, website, and other platforms. Downtown Wichita employs a full communications team, including social media, web, public relations, and graphic design functions. The Business Engagement Specialist will work closely with the communications team to provide photos and descriptions that facilitate business promotion efforts via our existing external communications channels.

- **Performance Analysis**

Track and analyze downtown performance metrics, including completed and pipeline development projects. Track investment in public infrastructure and private real estate. Explore trends in downtown housing development, unit mix, average rents, etc. Communicate with brokers and real estate agents to gather up-to-date information on listings of available property for sale or lease. Communicate listing updates to communications team for website updates.

- **Enhance Vibrancy**

To provide a vibrant urban landscape, the Business Engagement Specialist will devise programs to enhance activity on the street level of downtown buildings. A vacant storefront can be a canvas for a temporary art installation or an experimental space for a pop-up business. The Downtown Wichita team will examine best practices from other communities and adapt them for implementation in Kansas's largest city, creating an engaging streetscape during this time of unprecedented growth.

- **Program Planning and Execution**

Plan and facilitate downtown promotions that generate foot traffic for local businesses. Activities include holiday promotions (e.g., annual window-decorating contest) and semi-annual volunteer events (e.g., Spring and Fall Downtown Clean-Up days). Brainstorm new

programs and provide detailed event checklists, from initial concept and budgeting to staffing and materials requirements to post-event analysis. This may involve coordinating with vendors, sponsors, speakers, and other stakeholders, collaborating with the communications team on timeline and strategy for event marketing and promotional strategies, and managing on-site operations and troubleshooting any issues that arise.

- **Grants Management**

Track programmatic funding opportunities through local government, business, and philanthropic partners. Write and submit applications for funding. Implement funded programs and track all metrics required by the grantor. Perform grant monitoring and close-out activities.

### Skills and Qualifications

The ideal candidate for this position will demonstrate efficacy in the following areas:

- Excellent written and verbal communication skills and exceptional interpersonal and customer service skills.
- Strong analytical and data analysis abilities.
- Creative problem-solving skills, including coordinating with partners and other experts to fill gaps in knowledge.
- Proven strength in building and maintaining relationships with diverse stakeholders.
- Strategic thinking and planning skills, including program development and execution.
- Proficiency in relevant software and tools (Excel, PowerPoint, Word, CRM systems).
- Flexible and adaptable, with ability to manage multiple projects, and work well in a fast-paced environment.
- Passion for elevating experiences, executing events, and engaging stakeholders.
- Database management, including organizing, updating, and leveraging a contact database for communication and engagement.
- Grants management, including writing, administering, and reporting on grant-funded programs with accuracy and accountability.

### Preferred Education and Experience

- Bachelor's degree in public policy, urban planning, economics, business, or a related field preferred.

- Knowledge of downtown Wichita's geographical, business, and programming landscape.
- Passion for urban settings, including adaptive reuse, public transportation, and dense urban development.
- Experience working with diverse communities and engaging the public.
- Successful track record planning and coordinating community events.

#### Work Environment / Physical Requirements

Works tasks are generally performed in a controlled office environment using computers and other office equipment, as well as regular work outside of the office visiting downtown businesses. The role requires the employee to:

- Stand and walk on a daily basis
- Sit or stand for long periods of time
- Occasionally bend, stoop, squat, and twist
- Occasionally lift and carry up to 25 pounds and push or pull up to 50 pounds
- Visualize a computer screen on a daily basis
- Talk with and listen to others on a daily basis

#### Other Requirements

- Work outside of core business office hours as needed.
- Frequent local travel is required within the downtown area. Employee must have the ability to transport self within the regional area. If driving for work, employee must have a valid driver's license and meet organizational insurance requirements.
- Occasional travel is required beyond the downtown area, including annual conference out of state.

#### Application Information

Only applications with cover letters will be considered. Please send cover letter and resume to [client.connect@aghlc.com](mailto:client.connect@aghlc.com).