



## **DIRECTOR, STRATEGIC NEIGHBORHOOD DEVELOPMENT**

The Director, Strategic Neighborhood Development creates, supports, and promotes community and economic development activities for designated commercial zones within high impact neighborhoods, identifying and evaluating the current and future investment needs of the area. The position serves as a liaison between community leaders and new and existing businesses in Orleans Parish. The Director, Strategic Neighborhood Development reports to the Executive Vice President / COO, with a dotted line reporting relationship to the VP, External Affairs and Policy.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assist neighborhood leaders to clarify local priorities and develop a pipeline of projects and investment opportunities to achieve shared goals
- Develop community partnerships that help to prepare commercial zones for future investments
- Leverage existing policy tools and advocate for changes in policies and practices to create more supportive financing environments. Existing tools to be leveraged include City of New Orleans Equity and Resilience Plans, Louisiana CEDS, Community Development Block Grants, New Market Tax Credits, Community Reinvestment Act, Opportunity Zones.
- Provide technical assistance opportunities to neighborhood stakeholders with the goal of broadening their vision, strengthening their networks, and sharpening their ability to advance strategies that overcome barriers to investment
- Ensure neighborhood visibility is established among new and potential investors
- Identify grant-making, lending, and other business development opportunities, making recommendations to increase investment activity
- Work closely with NOLABA's industry-specific sector leads, real estate development and incentives staff to promote designated commercial zones for industry attraction and expansion efforts
- Organize and participate in shared learning among a broad set of stakeholders, from mission-driven investors, banks, and intermediaries to community leaders, policy-makers, local officials, anchor institutions with an interest in achieving equitable development outcomes
- Develop and manage relationships with local business leaders, elected officials and local, regional and state economic development partners
- Actively recruit uncommon partners that can accelerate place-based economic development efforts
- Assist with accurate Customer Relationship Management (CRM) documentation and reporting



- Regularly report to Executive Vice President / COO with a dotted line reporting relationship to the VP, External Affairs and Policy
- Other duties as assigned

#### **QUALIFICATIONS & JOB REQUIREMENTS:**

- Bachelor's degree from a four-year college or university or equivalent experience is required
- 7 to 9 years of experience at the management level
- Excellent project management and reporting experience; strong organizational skills and ability to handle multiple tasks and meet deadlines under ever-evolving priorities; manages competing interests and strong personalities
- Judgment in decision-making and political sensitivity
- Excellent communication skills (both verbal and written). Executive presence; Influential public speaker to varied audiences
- Intellectually curious with ability to bridge gap between the esoteric and practical, strategic and tactical
- Self-starter who can take initiative and drive results
- Demonstrated imagination and a creative “new way of thinking” in generating new ideas
- Cooperative team player; able to work in a fast-paced environment
- Exceptional collaborative, interpersonal and relationship building skills with robust political acumen
- Enjoys the dynamics of working in a community with diverse business and political leadership
- Maintains a spirit of excitement, involvement, and commitment; enthusiasm for the power of effective and holistic economic development
- Belief in innovation and the potential for rapid economic growth
- Solid in understanding and implementing performance-based measurements and outcomes
- Proven leadership and motivational skills
- Proficiency in Microsoft Office applications (Outlook, PowerPoint, Excel, Word, etc.)
- Professional demeanor at all times; ability to act as a representative of NOLABA to the public

#### **Attributes:**

- Vision
- Interpersonal skills
- Sense of Humor
- Communication skills (written and oral)



- Team building ability
- Presentation skills
- Comfort with complexity
- Assiduousness
- Ability to adapt and thrive in an entrepreneurial environment
- High ethical standards and commitment to fairness and equity

**Physical & Mental Demands:**

- While performing the duties of this job, the individual is regularly required to speak and hear
- Specific vision abilities required by this job include close vision and the ability to adjust focus
- Read and interpret data (emails, memos, letters, etc.)
- Ability to maintain visual attention and mental concentration for significant periods of time
- Ability to analyze and interpret data
- Ability to effectively communicate with superiors, peers and subordinates

**Working Conditions:**

- While performing the duties of this job, the individual may be required to travel within the New Orleans area and United States; international travel is not required.

**NOTE:**

- Applicants must be currently authorized to work in the United States for any employer.

**Application Process:**

To apply for this position, send the following documents via email to [Careers@nolaba.org](mailto:Careers@nolaba.org):

- Resume
- Cover Letter

In your email, please note *“NOLABA Director Strategic Neighborhoods”* in the subject line.

**CONTACT INFO / JOB LOCATION**

**New Orleans Business Alliance**  
935 Gravier St., Ste. 2020  
New Orleans, LA 70112



### **NOLABA is an Equal Opportunity Employer**

New Orleans Business Alliance (NOLABA) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. NOLABA complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

NOLABA expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of NOLABA employees to perform their expected job duties is absolutely not tolerated.

All NOLABA employees are subject to the Organization's Public Records Policies and Procedures.

### **NOLABA's New Business Model**

The New Orleans Business Alliance (NOLABA) is the economic development catalyst for the city of New Orleans with a mission to unite a diverse community of stakeholders who catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans. NOLABA is launching a new business model that is business-friendly, people-centered, place-based and resilient.

- **Business-Friendly:** The model builds upon its experience in business attraction and growth adding real estate development expertise, business, development and concierge services to support firms in their navigation of permitting, public infrastructure disruption and delivery of timely city services.
- **People-Centered:** The model heightens the value of the talent of citizens as a key driver of economic growth. By merging workforce development strategies, NOLABA better ensures employer access to a skilled and reliable workforce and worker access to career paths creating family supporting wages.
- **Place-Based:** Strategic neighborhood development strategies promote and support economic development in commercial corridors that have struggled to redevelop in the city's post-Katrina economy: Districts A & B (i.e., Hollygrove, Gert Town, Mid-City), District C (i.e., Algiers) and Districts D & E (i.e., New Orleans East, Gentilly, Lower 9<sup>th</sup> Ward). NOLABA's new place-based program combines business and industry growth, real estate development, economic development incentives and small business development expertise and capacity building.



- **Resilient:** NOLABA recognizes the implications and opportunities for a city below sea level to target the green economy as a strategic growth sector. The new business model focuses on developing several critical aspects of a thriving green economy: a skilled green-focused workforce; prepared small businesses and businesses owned by people of color; access to incentives to mitigate investors' risk; and providing a real-time laboratory for product development in the emerging green economy.

Ultimately, the NOLABA's new business model leverages the power of effective collaboration and partnership by providing a platform for innovation and giving local government, investors, foundations, financial institutions, business and industry leaders, and social entrepreneurs a dynamic vehicle to address issues of equity and sustainability through market-based approaches.