

Business Development Coordinator (Consultant)

Description: Under the supervision of the Township of West Orange Mayor and Business Administrator, the Township wishes to engage a professional consultant to provide Economic Development Consulting and Support services supporting programs that market and promote West Orange as a competitive meeting, and leisure destination, and as a strategic location for business and investment by promoting business retention and expansion, supporting redevelopment, promoting new marketing and research that strengthens and broadens commercial, retail, and tourism sectors. Assess existing business conditions and inventory, environment and challenges, and assist appropriate Township partners with implementing recommendations.

Scope: The successful proposer will be required to performs high level executive support, planning, project management and other support functions for the Township including, but not limited to:

- Assist the Township in the development, implementation, and evaluation of its Business Retention and Expansion goals and objectives;
- Advise the municipality on economic development strategies to garner investment and transformative growth using best practices for redevelopment, historic preservation, business retention and attraction, and creative placemaking;
- Propose protocols, regulations, and amendments thereto, to attract and facilitate new business development;
- Research and recommend incentives to attract new business development;
- Implement the strategies through a smart growth approach and the use of proven NJ Development and Redevelopment tools;
- Act as a liaison to investors and developers including developer negotiations under the direction of the Mayor and/or the Business Administrator;
- Assist the Department of Planning and Zoning with planning and implementation activities necessary to continue to advance the goals and objectives of the West Orange Master Plan and zoning ordinances;
- Assist appropriate Township partners with developer negotiations and coordinated approval of projects as directed by the Mayor and/or the Business Administrator;
- Provide on-going oversight and coordination of development projects in West Orange as assigned and/or directed by the Mayor or Business Administrator;
- Provide support activities relative to transportation and other infrastructure initiatives in the State to ensure maximum participation by and benefit to the Township of West Orange; (needs additional clarity. May be costly if intent is to help commuter transportation to NYC, Newark, etc. with novel modes of transportation or expanding current modes)
- Provide for the development and use of comprehensive data and research including developing and maintaining current economic and demographic information; demographic and economic data and other information used to respond appropriately to inquiries and requests about the Township's business economics. Specifically determine strengths and weaknesses of commercial corridors through an evaluation of existing business inventory, analyze industry clusters and major employers in West Orange, establish a "One-Stop Shop" for current and prospective business stakeholders

- Work with the Township Administration to build and maintain a database of information about businesses and major employers in West Orange.
- Conduct a Retail gap analysis to determine which types of businesses are lacking, which types are overrepresented, and proper responses to each category
- Create an “Action Plan” focused on boosting town wide Economic Development
- Coordinate the preparation of a 5-year economic development strategic plan to capitalize on existing economic opportunities, suggesting potential solutions to existing economic development challenges, proposing activities, projects, and programs meant to implement goals set forth in the plan. The final plan shall include specific recommendations for implementation of these activities.
- Review the Master Plan annually and propose amendments that foster community and neighborhood economic growth, complete and green streets.
- Collaborate with Township’s grant writers to bolster economic growth.

Credentials: The successful Proposer must demonstrate that he/she has:

- Licensed and Nationally Certified Planner with an Earned a Bachelor’s degree in Business or Public Administration, Economic Development, Finance, Economics, Urban Development, Marketing, Planning or a closely related field from an accredited college or university, a Master’s Degree from an Accredited College or University in Urban Planning is preferred; and/or,
- Five (5) or more years of relevant experience in roles that demonstrate a proven ability to communicate, manage multiple projects, overcome obstacles, and work effectively in a fast-paced environment or any combination of education, training, and experience which provides the required knowledge, skills, and abilities to perform the duties and responsibilities of the job; and/or,
- A background in Municipal economic development strategy, Real estate development negotiations, Redevelopment Planning, Public engagement and Government Relations & approvals; and/or,
- Maintained current knowledge of economic trends and activities impacting West Orange’s competitiveness; stays current on issues and trends that affect economic development partners, companies, and investment activity; maintains a pulse of general economic development priorities and trends; and/or,
- Developed and maintained professional business relationships with clients, brokers, consultants, site selectors and allies regionally, nationally, and internationally through personal contact and participation in professional industry related organizations; and/or,
- A State of New Jersey Professional License in an abovementioned field of study including, but not limited to the Law and/or Planning.

Consultant Proposal:

Flat Fee per month _____