



Business Relations Manager

EEO Class Code:

Union Status: NB

FLSA Code: Exempt

The Town of Pembroke Park Job Description

Department: Town Manager/Administration

Supervises: None

Position Reports To: Town Manager

Sworn: No

Job Specifications

NATURE OF WORK

The position is responsible for developing strong partnerships between the Town and its business owners, attracting new business, and supporting a growing economic environment. This role is crucial piece in enhancing the Town's economic portfolio and serving as a liaison between the Town and the business community. This position will perform under the direction of the Town Manager.

ESSENTIAL FUNCTIONS

Tasks required of those in the position of Business Relations Manager include but are not limited to:

- Conduct regular outreach visits and organize business roundtables, forums, or networking events.
- Improves and coordinates communication with the business community within the Town.
- Organizes local merchant meetings, including correspondence, agenda development, and presentations.
- Creates solutions to enhance the Town's business profitability and economic success.
- Assists the Town Manager on special projects pertaining to economic growth in the Town.
- Meets with business owners regularly to continue building a positive rapport and relationship.
- Acts as liaison between business owners and Town departments.
- Develops and implements retention strategies to support existing businesses, including identifying potential funding, training, or partnership opportunities.
- Assists with branding and marketing initiatives to promote the town's business environment.

- Creates new opportunities to bring additional business to the Town.
- Participates in planning and zoning discussions relevant to business development.
- Advocates for business-friendly policies and identify barriers to growth.
- Supports town initiatives aimed at revitalization, downtown development, or infrastructure improvement.
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to demonstrate positivity and optimism as a representative of the Town.
- Skilled in active listening and effectively carrying out instructions.
- Skilled in effective communication and building a positive communication culture.
- Ability to analyze, solve problems, render advice and assistance on contractual matters.
- Skilled in Microsoft Office Suite (Word, Outlook, Excel, PowerPoint).
- Skilled in providing excellent customer service.
- Ability to adhere to policies and procedures.
- Ability to multi-task while working with tight deadlines and competing priorities.
- Outstanding skills and abilities in verbal and written communications; ability to adapt a style to fit audiences of varying technical levels, and at various levels within an organization, in groups and individual settings.
- Demonstrated ability to establish collaborative partnerships and effective working relationships with a variety of internal and external customers and diverse stakeholders.
- We are looking for a person with a bright personality to act as a promoter for the town: this is central in our evaluation of candidates

MINIMUM REQUIREMENTS

- High School diploma or valid equivalent.
- Five (5) years of experience in administrative work.
- Any equivalent combination of experience and education may be considered.

PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT

The physical demands described here are representative of those that must be met by a teammate to successfully perform the essential duties and functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Regularly required to stand, sit, see, speak, hear, and use hands and fingers to operate a computer, telephone, or other electronic device.
- Occasional light to moderate lifting of office products and supplies may be required.

The work environment characteristics described here are representative of those a teammate encounters while performing the essential duties and functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Moderate noise (business office with computers, telephones, printers, fax machines, photocopiers, filing cabinets, and light traffic).
- Ability to work within a confined area.
- Ability to work at a computer station for an extended period.
- May be requested to work nights and weekends for special town events, Commission meetings/workshops, emergencies, and other Town-related activities.