

Development & Partnerships Director

Cleveland Public Market Corporation



Cleveland Public Market Corporation

Under the direction of a committed Board of Directors, the tax-exempt, nonprofit Cleveland Public Market Corporation (“CPMC”) is striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community. CPMC’s mission is to preserve the city’s public market tradition while making the local food system more accessible, equitable, and diverse. CPMC is seeking a Development & Partnerships Director to join the management team.

Following national best practices among the nation’s large urban markets, Cleveland Mayor Justin Bibb and his administration initiated the effort to transition day-to-day operations of West Side Market from city management to CPMC. While the City will maintain ownership of the land and buildings, CPMC is on track to take over operation of West Side Market in early 2024.

The City and a diverse Advisory Committee of city government representatives, local stakeholders, and Market merchants provided input into a [masterplan](#) prepared by an experienced public market consultant. The masterplan is guiding the new organization as it makes physical and operational changes that diversify income, support the Market’s merchants, and improve the customer experience.

Development and Partnerships Director

Cleveland Public Market Corporation is hiring a Development & Partnerships Director, a key leadership role in revitalizing one of Cleveland’s greatest assets – historic West Side Market. The Development & Partnerships Director is responsible for building relationships and raising resources through grant writing, fundraising, and sponsorships to support the organization’s capital and programmatic needs.

The Development & Partnerships Director, who reports to the Executive Director, plays a critical role in fundraising for both capital and program expenses, and in developing and sustaining partnerships with public, philanthropic, and private organizations throughout the region to meet CPMC’s mission and organizational strategies.

The Development & Partnerships Director will help implement the West Side Market masterplan and fulfill CPMC’s mission of striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community. The operating budget in the masterplan identifies \$225,000 in annual fundraising for operating support from donations, grants, and sponsorships. In addition, CPMC is undertaking a significant capital campaign.

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Major Duties and Responsibilities

As a new and small organization, all staff are expected to exhibit flexibility and willingness to address issues as they arise, helping to ensure that West Side Market has the management capacity needed to drive success. The following list anticipates the major duties and responsibilities for this position:

1. Support the organization's fundraising efforts to provide resources that support the Market's capital needs (including the multiyear effort to implement upgrades described in the masterplan) and programmatic initiatives, such as food access, minority entrepreneurship, and nutrition education.
2. Develop positive relationships with local, state, regional and national philanthropic and government funders and anticipate, identify, and pursue grant funding.
3. Establish an annual appeal or other strategies to solicit individual donations and manage the relationships with donors, including solicitations, events, recognition, and appreciation.
4. Ideate, establish, and manage partnerships and programs with businesses and organizations in furtherance of the Market's mission, particularly around wellness, education, food justice, and entrepreneurship, in close cooperation with the Market's staff.
5. Perform donor solicitation and stewardship including direct solicitations of individuals, foundations, and corporations.
6. Develop and nurture positive relationships with businesses, organizations, and residents within the local community, helping to make West Side Market a welcoming place for the neighborhood.
7. Explore creation of a Friends of the Market organization and, if approved, oversee its establishment and operation.
8. Manage grant reporting and, in coordination with the Finance and Office Manager, ensure compliance with grant terms.
9. Provide input into annual budget creation as it relates to fundraising, partnerships, and related programs, and take responsibility for fundraising targets and expenses, identifying areas for efficiencies and cost savings.
10. Create performance metrics related to development and partnerships, and track performance.
11. Develop and nurture positive relationships with Market merchants and the merchants' association.
12. Assist with the implementation of the West Side Market masterplan as it relates to

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partnerships and development.

13. Maintain knowledge about best practices in development and partnerships with public markets and other historic facilities.

The Opportunity

The projected first-year accomplishments for the Development & Partnerships Director include:

- Create fundraising strategy for capital needs in collaboration with finance consultants
- Create and initiate fundraising strategy for programs
- Identify existing and proposed partnerships
- Create metrics to guide evaluation of the development and partnerships efforts, including numeric targets for fundraising, grant solicitation, relationship building, sponsorships, and partnerships.

As part of the inaugural team working for the newly formed nonprofit corporation that is taking over management of West Side Market, the Development & Partnerships Director will have a unique and exciting opportunity to set the stage for the Market's next chapter and help bring it to its full potential. The Development & Partnerships Director will have the opportunity to significantly contribute to the crafting and execution of the vision for West Side Market as its revitalization moves forward.

Compensation

The Development & Partnerships Director is expected to earn a salary in the \$75,000 to \$80,000 range. Compensation will be commensurate with the candidate's experience and knowledge. In addition, the candidate will receive CPMC's standard benefits for full time employees, expected to include medical, dental, retirement, and relevant and related work reimbursements, paid holidays, and other paid time off.

Location

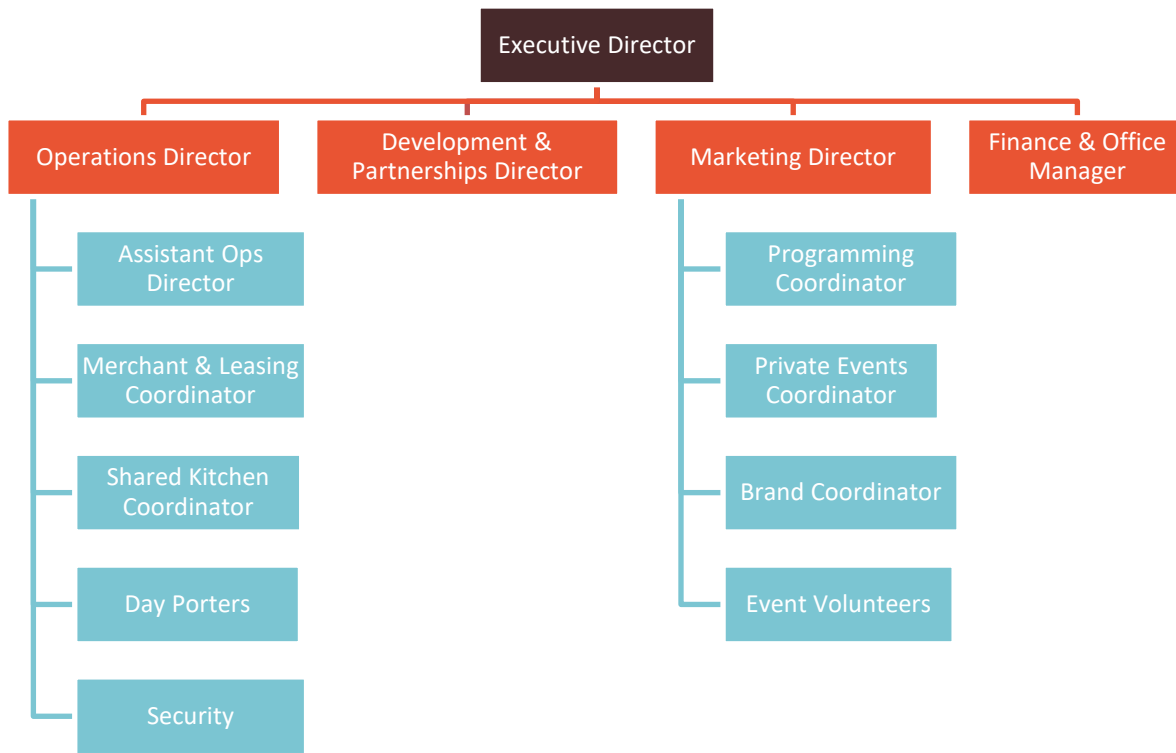
CPMC's offices are in West Side Market, 1979 W. 25th Street, Cleveland, OH 44113. This position may include some remote work although the candidate must be able to participate in programs and activities within the Market, including tours of potential funders and partners.

Reporting Relationships

The Development & Partnerships Director reports to the Executive Director. The Development & Partnerships Director works closely with the Market management team, including the ED, Marketing Director, Operations Director, Merchant and Leasing Coordinator, and Finance and Office Manager to ensure the success of the Market. While subject to change, this chart shows these relationships:

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The Development & Partnerships Director and the Marketing Director support the work of CPMC’s Community Engagement Committee, which is led by the board’s Vice President of Community Engagement and includes other board members, Market merchants, and outside experts. The Community Engagement Committee, which likely will meet every other month, advises the board on matters involving marketing, communications strategies, partnership cultivation, program development and oversight, events, sponsorships, and fundraising.

The Development & Partnerships Director will also support the work of CPMC’s Capital Campaign Committee, which includes board members and prominent community leaders.

The City and CPMC are negotiating a lease and management agreement that defines the responsibilities of each entity for ongoing operations, maintenance, and capital improvements. The Development & Partnerships Director will interface with government agencies whose work touches the Market, likely to include the Mayor’s Office of Capital Projects (MOCAP) and Public Works.

The Candidate

Education

A bachelor’s or master’s degree in a relevant field is valued. However, lived, learned, and previous relevant experience will be given equal consideration.

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Professional qualifications

The ideal candidate will have extensive experience with fundraising and partnership development, particularly with historic urban properties or historic institutions, and will have existing relationships with funders and potential partners in Northeast Ohio. Experience working for a small and young nonprofit organization is useful, as is experience with entrepreneurship support organizations and local foods.

In addition, the ideal candidate will possess the following:

- A minimum of three (3) years' experience in relevant positions.
- Self-starter with a passion for maintaining historic structures for the public benefit.
- Experience working and thriving in a diverse urban community.
- Experience working with nonprofit boards of directors and advisory groups.
- Excellent written and oral communications skills, including willingness to solicit funds and speak before groups of people.
- Knowledge of standard office procedures, practices, and adept use of technology tools.
- Willingness to work some non-traditional hours, including evenings and weekends.

Desired Traits

- Organized: Able to manage multiple high-priority tasks simultaneously.
- Problem Solver: Demonstrates excellent mediation skills and decision-making abilities; seeks to understand the "why" and the "how".
- Self-Starter: Proactively sets goals and develops strategies and schedules for meeting those goals; self-motivating even in the face of challenge.
- Mission driven: authentically able to embrace CPMC's mission, vision, and values.
- Storyteller: Able to create compelling narratives for why West Side Market is worthy of government, philanthropic, or individuals' support.
- Collaborative: Demonstrated ability to collaborate with community partners, funders, coworkers, small businesses, and a board or oversight committee.
- Inclusive: Commitment to creating a diverse and inclusive work environment; demonstrated ability to relate to and work effectively with persons of diverse racial, ethnic, gender, sexual preference or orientation, religious and socioeconomic backgrounds.
- Interpersonal Skills: Demonstrates skill in the development and maintenance of effective working relationships with all levels of executive and managerial personnel,

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merchants, various governmental agencies, and other key stakeholders.

- Strategic: Understands how to use multiple sources of data to inform strategy.
- Emotional intelligence: Proven ability to cope with conflict, stress, and crisis situations; address building emergencies, uses and manages own emotions in positive ways to drive for success.
- Integrity: Possesses the highest ethical and moral standards.

CPMC firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, national origin, or disability.

About CPMC, West Side Market, and Cleveland***CPMC's Core Values***

All management staff are expected to adhere to CPMC's core values:

Diversity – Welcome and serve businesses, residents, and visitors with diverse lived experiences and perspectives.

Opportunity – Create the conditions for thriving, independent, and diverse local businesses that offer good jobs in the community.

Authenticity – Preserve the unique historic characteristics that make West Side Market a cherished institution.

Food access and education – Improve the community's access to and knowledge about high-quality, interesting, creative, affordable, and healthy food.

Sustainability – Center environmental impact in decision-making.

Community engagement – Promote diverse and representative leadership that values input by stakeholders.

Community building – Create spaces and programs that build community connections.

Fiscal responsibility – Make sound financial decisions to achieve self-sufficient operations.

Professionalism – Operate to the highest standards of integrity, creativity, and competence.

West Side Market

Cleveland's West Side Market is one of the greatest public markets in America and a beloved destination for residents and visitors alike. Located in the vibrant Ohio

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City neighborhood of Cleveland at the corner of Lorain Avenue and W. 25th Street, West Side Market opened its doors on November 2, 1912.

Serving as both a functional space and architectural marvel, the Market has undergone expansions and renovations throughout its more than 110-year history. Today, the Market Hall, Arcades, and outdoor public spaces comprise more than 85,500 square feet of vendor and gathering areas.

Over 60 dedicated vendors are at the heart of West Side Market, predominately small family businesses with many operating stalls over multiple generations, several dating to 1912. The Market has maintained its focus on fresh meat, produce, and seafood over the decades and offers a diverse selection of baked goods and other specialty foods. The Market is recently experiencing some vacancies, providing the opportunity to expand the product mix and diversify the population of businesses so it better reflects the racial and ethnic composition of the community. The masterplan offers guidance about vendor recruitment and retention, as well as physical upgrades and other capital and operational improvements.

Cleveland and Northeastern Ohio

Cleveland Public Market Corporation and West Side Market are in one of the nation's most exciting metropolitan areas. The Greater Cleveland region includes residents with diverse identities and backgrounds and has maintained a solid economy with a mix of service, healthcare, academic, and manufacturing businesses. A rich arts and culture scene includes galleries, community festivals, restaurants, a world-renown orchestra, art museums and a thriving theatre district. On the shores of Lake Erie, the area is also home to beautiful parks and a myriad of recreational opportunities. Educational organizations include outstanding public and private school systems, community colleges, and several public and private institutions of higher learning. Professional and collegiate athletics include major league football, baseball, basketball, and collegiate Division I, II and III sports programs.

Contact

Interested candidates should send a resume and cover letter to CPMC by contacting Hiring Committee at cpmc@westsidemarket.org