



General Manager, Mangrove at Flatbush Central

AGENCY DESCRIPTION

Urbane is a community development venture and certified MBE. Founded in 2008, Urbane builds the infrastructure that catalyzes community wealth. Our approach centers on strengthening community anchors through a multi-disciplinary approach - research and analytics, business and development advisory services, and place-based investing in mixed-use real estate, small businesses, and other non-traditional assets aimed at generating long term prosperity and community wealth creation. We envision neighborhoods that are defined by their strengths and experienced as places of opportunity and innovation, building bridges toward an equitable distribution of wealth and power by fostering community-led solutions and centering the wisdom and local innovation that already exists to facilitate a future of prosperity and shared wealth.

Urbane's client base includes municipalities, economic development agencies, foundations, financial institutions, real estate developers, community-based organizations, and small businesses throughout the US.

FLATBUSH CENTRAL AND THE MANGROVE AT FC

Urbane's premier development project is the reimagined [Flatbush Central](#) (formerly Flatbush Caton Market) in the heart of Flatbush, Brooklyn. The Flatbush Central Caribbean Marketplace (FCM) is a Caribbean-themed marketplace featuring 30+ vendors of food, fashion, home goods, crafts and more. The market was established in 2000 as a haven for local street vendors to operate their micro enterprises in a supportive space. Since its founding, FCM has served as a key commercial and cultural institution in Flatbush, connecting entrepreneurs to financial and technical resources needed to formalize and grow their businesses. In 2015, Urbane was selected to redevelop FCM, preserving the market's cultural roots and ensuring the continuity of legacy businesses. The resulting project, Flatbush Central, includes a rebuilt market space for legacy vendors; new food hall, bars and test kitchen; and the [Mangrove at Flatbush Central](#), a comprehensive business incubator and accelerator with a commercial kitchen, a natural body care production lab and design studio; and a public plaza – all co-located with 255 new affordable apartments. This combined infrastructure will serve as a small business development hub and a connector to the broader ecosystem of business supports and market opportunities across NYC.

Flatbush Central is the home of the first Mangrove facility and serves as a template for future spaces for our Mangrove concept.

JOB TITLE: General Manager, Mangrove at Flatbush Central

STATUS: Full Time

LOCATION: Flatbush, Brooklyn, New York

The General Manager of the Mangrove at Flatbush Central (Mangrove FC) is responsible for establishing the strategic development and operational design of the Mangrove FC, providing direct leadership on the planning, implementation, evaluation, and evolution of the Mangrove FC platform. This includes responsibility for organizing, staffing, managing, and administering program activities.

This position reports directly to Urbane's CEO upon hiring. This position will eventually report to the Executive Director of the Mangrove.

A more detailed description of the Mangrove Initiative follows the job description.

JOB RESPONSIBILITIES

Strategic Development and Operational Design

- Coordination with Flatbush Central Caribbean Marketplace, the retail marketplace and food hall that is attached to the Mangrove FC facilities.
- Work with Site Managers and staff to ensure smooth operations of the facility
- Refinement and monitoring of operational guidelines and protocols for cross communication and management
- Refinement and monitoring of roles and responsibilities for Mangrove-facing components in the facility; share with FCCM leadership
- Continue to strategize with FCCM leadership on shared/impacted facility components and divvy up responsibilities accordingly
- Develop effective communication/check-in cadence with FCCM leadership regarding day-to-day operations, crisis management, mid- and long-term strategy, marketing, community engagement, programming/activation of space, and revenue/fundraising
- Collaborate with the Flatbush Central General Manager to install cross-facility protocols and processes
- Work with Urbane finance and operations departments to maintain, track accounting systems and reconciliation protocols
- Generate additional revenue streams
- Evaluate and update P+Ls and Budgets
- Complete membership plans for all labs

Manage and Onboard Mangrove staff

- Supervise a team of 10 staff, contractors, and interns
- Develop and oversee Workplans
- Develop systems codification to recruit, onboard, and train new staff

- Coordinate regular meetings
- Ensure strategic goals and deadlines are met
- Support and coordinate training and professional development opportunities as needed
- Identify and manage third-party contractors to support Mangrove outcomes

Branding/Marketing

- Provide input on Mangrove branding marketing plan and execution
- Co-Manage the Flatbush Marketing and Communications Manager

Labs and Workshops

- Complete training on all equipment
- Complete Nexodus onboarding and training
- Connect with additional partners
- Track all relevant metrics set out in program objectives guidance and meet with leadership regularly to provide updates.
- Create program budgets
- Oversee public program development
- Hire all additional staff members
- Supervise storage protocol
- Oversee user, staff and equipment manuals
- Oversee training plans and protocol for all equipment across all workspaces
- Support and oversee community engagement plan
- Create and implement a local business support strategy

KNOWLEDGE, SKILLS, AND EXPERIENCE

Minimum of 7 years of relevant, related experience in management, business operations and/or coaching preferably with small business development, marketing, community outreach, and/or nonprofit management organization. Experience designing and delivering adult education a plus

- Experience as a business owner/entrepreneur strongly preferred
- Requires dynamic leadership skills to include a passion for Urbane and the Mangrove's mission and programs and the ability to promote the organization to diverse audiences, including potential program participants
- Demonstrated managerial, project and program management experience
- A deep understanding of the Brooklyn communities and community leaders
- Proven ability to be self-starting, highly organized, and detail-oriented—comfortable with unstructured assignments, multi-tasking, and quick deadlines
- Demonstrated highly effective interpersonal, conflict resolution and problem-solving skills to include previous experience in a supervisory/management capacity
- Proficiency in the use of computers for: Word processing, Simple accounting, Databases, Spreadsheets, Presentations, Salesforce, Site management software a plus

- Comfort with jumping in where needed

The Mangrove Initiative strives to be a multilingual, multicultural, multiracial organization. The founding Executive Director will need to bring an ease in communicating with people from all backgrounds where English may be a second (or third or fourth) language. Proficiency in Spanish and/or Haitian Kreyol preferred, but not required.

COMPENSATION, BENEFITS & EMPLOYEE SUPPORT

The starting salary range for this role begins at a minimum of \$95,000.00 and is commensurate with experience. Urbane believes great benefits make great work possible. Benefits include medical, dental and vision insurance, 401(k), and generous vacation/PTO offerings. Urbane invests up to \$1500/employee/year in professional development and personal growth.

TO APPLY FOR THIS POSITION

To apply, please email info@thisisurbane.com with “General Manager, Mangrove FC” in the subject line along with your current resume, a brief cover letter/email, and individual example(s) of past work product that is deemed shareable and demonstrates professional and technical competencies. Please note any additional language abilities and level of proficiency/fluency if not readily apparent from your resume.

Please name all files sent to Urbane beginning with your first and last name (or preferred naming conventions) for easy identification.

The application is a multi-step process, inclusive of 3 to 4 rounds of interviews with multiple Urbane team members, community stakeholders, and subject matter experts.

Due to the volume of applications and a small (but mighty!) Team, we are unable to respond to all inquiries.

Employment is contingent upon successfully passing a background check which includes references from previous employers. Urbane Development Group LTD, is an equal opportunity employer which recruits, hires, trains, and promotes personnel for all job titles without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability, genetic information, veteran status, or any other status protected under local, state, or federal laws.

COMMUNITY ANCHORAGE, COMMUNITY WEALTH, AND THE MANGROVE INITIATIVE

COMMUNITY ANCHORS AS AGENTS OF CHANGE

The lynchpin to Urbane's model is to identify, support, and strengthen community anchors – storefront business, artisan producers and manufacturers, community- and faith-based organizations – that have earned the trust and confidence in a community and act as key hubs of activity in a neighborhood.

Their placement as community anchors offers unparalleled market insight and influence coupled with their unique positioning in underserved markets as powerful, positive agents for change. These anchors operate in the communities that are the hardest to engage if you are not a member of those communities. We believe community anchors are the natural conduit to provide opportunities for wealth creation and personal prosperity for residents and businesses alike.

COMMUNITY ANCHORS CREATE STRONGER ASSET VALUE

For over a decade, Urbane has initiated place-based pilots with communities across North America with the goal of elevating community anchors as a catalyst for community wealth. One of the most crucial learnings has been the multiplier effect of community anchors – in asset building, in job creation, and in the preservation and amplification of culture in a place. Preserving and building the infrastructure for local, community anchors to flourish in place creates stronger asset value and deeper social impact over time than more traditional real estate and economic development strategies. Creating pathways for local residents to become community investors completes the circle of holistic and generative local economies we seek to foster.

Building on those insights, Urbane has initiated our Mangrove Initiative – part Community Anchor Space, Part Wealth Management Platform, designed to leverage trusted spaces in community with outreach, messaging, advising, coaching, and access to community investment vehicles leading to generational wealth.

THE MANGROVE INITIATIVE

FINANCIAL EMPOWERMENT AND COMMUNITY WEALTH EDUCATION AND ADVISORY

The Mangrove platform combines traditional financial capability goals tied to savings, credit building, personal budgeting, debt relief, and other personal finance basics with a dedicated focus on building wealth through the acquisition of and appreciation strategies tied to assets of all types. The Mangrove will specifically focus on four broad asset types:

- Traditional Asset Classes: Land, Real Property, Small Business, and Securities
- Traditional Accredited Investment Opportunities: Private Equity, Angel Investment, Venture Capital, Hedge Funds, et al.
- Alternative and Novel Assets: Art, Data, Cryptocurrency, Comic Books, Trading Cards, Time, et al
- Community Assets: Power, Water, Digital Infrastructure/Telecommunication, Transportation, et al.

Wealth is accrued through myriad strategies and assets; the monetarily wealth leverage any and all opportunities to build wealth through diversified investment strategies from the traditional to the novel. The promise of the Mangrove is to empower community residents in the recognition of individual and shared assets that sit within their communities, the knowledge of and access to the full spectrum of asset types, and the confidence to act upon a wealth building strategy that centers their lived experience, talent, and community.

ASSET BUILDING FACILITIES AND INFRASTRUCTURE

The Mangrove platform will focus on the development of facilities that create and enhance community asset value. Mangrove locations will be part of a larger place-based, physical infrastructure that intrinsically builds wealth – e.g., housed/co-locates in incubator/accelerators, shared office, educational institutions, houses of faith, or other spaces of trust in community.

ACCESS TO CAPITAL AND STRATEGIC PARTNERSHIP W/ URBANE CARE COMMUNITY INVESTMENT TRUSTS

Urbane is a member of an II-region, national set of emerging fund managers developing the financial rigor and multi-stakeholder engagement processes to structure, raise and manage a blended capital fund. The purpose of these funds is to build sustainable, inclusive, and equitable local economies that enhance the productive capacity of communities of color while address systemic inequities contributing to the racial wealth gap. Urbane will launch community investment trusts targeting communities of color in Philadelphia and New York City, respectively, in 2022. We see the Mangrove platform as critical to the community engagement, education, and advisory to community members and other non-accredited investors interested in a way to invest directly in their places.