



**ATLANTIC  
AVENUE**

BUSINESS  
IMPROVEMENT  
DISTRICT

## **JOB OPENING: ATLANTIC AVENUE BID EXECUTIVE DIRECTOR**

### **ORGANIZATION'S MISSION:**

Representing over 300 businesses in Brooklyn's vibrant Brooklyn Heights, Boerum Hill and Cobble Hill neighborhoods, the Atlantic Avenue Business Improvement District (AABID) is dedicated to promoting the Avenue's long-term economic development, thereby creating a thriving commercial corridor that attracts both local residents and visitors to its vast array of services, shops, and dining, while preserving the Avenue's rich history and diverse character.

### **POSITION SUMMARY:**

The Atlantic Avenue Business Improvement District is looking for an energetic, creative, self starting advocate to lead the execution of our vision for an improved and vibrant business and residential corridor. The Executive Director will maintain the day-to-day management of the BID's core services working closely with the BID Board of Directors, having the ability to develop and strengthen relationships with BID stakeholders, the NYC BID Association, and other community and governmental levels, as well as preserve, and build upon the district's authenticity, and its diverse cultural character.

The BID is at a time of transition and seeks an Executive Director to help build up the organization's Board of Directors, policies & procedures, and strategic plan. This job requires an on-the-ground presence in the district and sometimes weekend hours, but candidates may discuss a flexible schedule with the Board.

### **JOB RESPONSIBILITIES:**

#### **Program Management**

- Oversee and administer the BID's core programs of special events, fundraising, holiday lighting, sanitation, and beautification services within the financial framework and budget outlined by the Board.
- Implement programs to ensure vibrancy and quality of Avenue is maintained, including attention to issues of vacancy.
- Supervise all contracts with vendors.

#### **Marketing & Communications**

- Manage BID's communications and promotions, including the website, shopping guide, newsletters, eblasts and special mailings, along with maintaining relevant mailing lists.
- Project manage completion of new BID website with vendor.
- Be instrumental in attracting residents and visitors to the Avenue's array of services, shops and dining.

#### **Coordination & Advocacy**

- Develop positive relationships and liaise with BID merchants, BID board members and committees, government agencies, elected officials, community organizations, corporate members, and property owners.
- Advocate on behalf of the District and resolve challenges with City services or projects.
- Act as a liaison to Small Business Services (SBS) and other City agencies.
- Work, as appropriate, with other non-profit organizations, for example Atlantic Avenue LDC & Boerum Hill Association.
- Be the Face of Atlantic Avenue, with office and presence on Atlantic Avenue.

## **Administration**

- Identify and secure grants in support of core programs; manage existing grant contracts.
- Collect, analyze, and manage data and surveys; maintain up-to-date databases of district conditions and contact information.
- Work with Treasurer and bookkeeper to maintain financial records and prepare operating budgets; work with CPA on annual audit process.
- Prepare periodic financial and programmatic reports for the Board; maintain all organizational records.
- Hire, supervise, and evaluate contractors and staff.

## **QUALIFICATIONS:**

- Superb communication skills, written and oral.
- Up-to-date computer skills and programs, social media (Facebook & Instagram), WordPress, MailChimp, etc.
- Ability to work independently & with Board committees.
- Capability to serve as an effective spokesperson and mediate and lead constructive discussions among BID members.
- Experience working with a Board of Directors and strong understanding of non-profit governance.
- Experience with fundraising; grant writing experience a plus.
- Supervisory experience.

## **EXPERIENCE AND EDUCATION REQUIREMENTS:**

Ideal candidate will possess a minimum of a Bachelor's Degree in business, marketing, non-profit management, urban planning or similar area, as well as several years of experience in economic or community development, fundraising, or public relations.

## **SALARY:**

\$75,000 - \$85,000; commensurate with experience and expertise. Please include salary expectations in your application. Full health insurance & retirement package will also be provided.

## **HOW TO APPLY:**

Email your resume and cover letter to: [edsearchaavid@gmail.com](mailto:edsearchaavid@gmail.com).

**Deadline to apply is FRIDAY, AUGUST 26, 2022.**