

# ***BID Director & BID Support Service Manager***

## ***Graham Avenue Business Improvement District***



### **Organization:**

The Graham Avenue Business Improvement District (BID), a 501-C3 organization, has been serving Williamsburg's largest, uniquely affordable, and growing shopping area since it was established in 1987.

The Graham Avenue BID includes properties and businesses along Graham Avenue from Broadway to Boerum St, including several side street properties on Flushing, Debevoise St, Cook St, Varet St, and Moore St. Our bustling retail corridor is home to nearly 200 storefront businesses, including a mix of national chains, local retailers, professional businesses and restaurants. The BID provides supplemental sanitation services, markets and beautification for the corridor supporting retail attraction and retention for Graham Avenue's businesses. Additionally, the BID has implemented and managed its own weekly seasonal farmer's market for the last 20 years. The BID also runs an annual Fiesta drawing up to 20,000 attendees and other community programs. The BID's current maximum assessment budget is \$250,000.

### **Job Description:**

*The Graham Avenue Business Improvement District (BID) currently has two new employment opportunities:*

- **BID Director**
  - Full-time hours, with flexible day and work from home options
- **BID Support Service Manager**
  - Part-time hours, with flexible day and work from home options

These complementary roles will collaborate to execute on the administration, financial management, day-to-day activities & growth initiatives of both the BID's programs and the Woodhull Community District Management Assn. Both roles will report to the BID's Board of Directors.

**The primary shared responsibilities for these positions are as follows:**

#### **Administrative:**

- Oversee BID finances including day-to-day financials, following the BID's financial policies and approved budget, including payments to vendors, coordinating with outside auditors to conduct the annual financial audit.
- Manage and oversee the work of vendors and subcontractors including supplemental sanitation, holiday lighting, marketing contract workers & the Graham Avenue Merchants Association parking lot.
- Secure and oversee all BID contracts and grants, including contract enrollment, registration submission of grant reports, and payment requests.
- Schedule, manage, and coordinate meetings of the Board and committees.
- Represent the organization to external stakeholders including elected officials, city agencies, NYC BID Association, community partners, the press/media and the community at large.

#### **Programmatic:**

#### District Maintenance and Sanitation:

- Manage supplemental service contracts to *maintain and improve the physical appearance of the BID district*.
- Identify problem locations and coordinate with contractors for immediate remediation.
- Maintain communications with NYC Department of Sanitation to coordinate additional service in district.

#### Marketing and Special Events:

- Plan, coordinate and secure permits & insurance for all special events (including annual Graham Avenue Fiesta street festival, holiday events, farmers market including SNAP program and sidewalk sales).
- Maintain the BID's presence on social media with active and engaging updates on Facebook, Instagram, Twitter; create e-newsletters; maintain and generate original content for BID's website.
- Create and execute on a new comprehensive marketing strategy that draws upon all the strengths of the BID. Create new programs and design graphics and advertising pieces for local outreach.
- Manage all aspects of the weekly seasonal farmer's market, including hiring seasonal staff, securing permits, communicating and soliciting farmers, facilitating the SNAP/EBT system, Health Bucks program and related equipment purchases & marketing events as needed.

#### Business Support:

- Serve as the BID's liaison between membership and various New York City agencies such as (but not limited to): Departments of Transportation, Buildings, Health, Sanitation, SAPO, and Consumer Affairs as well as the local Police Department.
- Act as the BID's liaison to the NYC Department of Small Business Services.
- Create, maintain, and provide businesses and property owners with current and vetted resources for stability and growth.

#### Qualifications and Experience:

Successful candidates for these positions will have at least three (3) years' experience working in one or more of the following areas or a related field: nonprofit organization management, economic development programs/initiatives, constituent services, urban planning, marketing, food justice programming or supporting small business outreach and assistance programs

#### Preferred Qualifications:

- Excellent interpersonal, organizational and management skills, and the ability to connect and communicate with a wide variety of stakeholders
- Bachelor's degree or work experience in a related field.
- Substantial administrative and contract management experience
- A demonstrated record of leadership and success in strategic thinking, planning, and problem solving
- Experience planning, coordinating, and leading events, including the supervision of vendors and volunteers
- High level of comfort using digital technology, specifically social media as a marketing tool. Graphic and design ability is a plus.

- Fundraising skills and grant writing ability.
- Advanced experience using MS Office Suite and QuickBooks. Working knowledge of Excel and CRM programs. Adaptability to new programs.
- Strong writing skills and the ability to produce concise and comprehensive written materials ranging from annual reports, press releases, newsletter content, social media updates, and general communications to stakeholders.
- Commitment to and familiarity with the BID district and the surrounding community
- Understanding and willingness to learn the workings of New York City government and its agencies, BID's, economic development, and community stakeholder engagement.
- Working knowledge of Spanish is a plus.

Salary for each role will be commensurate with experience and arranged flexible hours/days. Health insurance is available.

To apply, please send a resume/CV, cover letter, indicating which position you are applying for and salary expectations via email to [grahambidhiring@gmail.com](mailto:grahambidhiring@gmail.com) (no phone calls please). Applications will be accepted on a rolling, first submitted – first reviewed basis until positions have been successfully filled.