

Executive Director
Southern Boulevard District Management Association, Inc.

Position Description

The Southern Boulevard District Management Association, Inc. (Southern Boulevard Business Improvement District) is seeking an Executive Director, responsible for the administration, financial management, strategic planning, growth and day-to-day activities of the BID. This position reports to the Board of Directors.

Organization Description

The Southern Boulevard Business Improvement District, established in 2007, promotes the growth, vitality and visibility of the premiere shopping destination in the Hunts Point section of the South Bronx. Organizational programs include real estate advisory and retail services, sanitation and security departments that augment the city’s own services, small business development services, streetscape and open space improvements, horticulture installations, robust public programming, event planning, and visitor services. The BID is an active voice in the community and provides leadership on neighborhood planning and coalition building to maximize area resources.



The Southern Boulevard Business Improvement District is a 501(c)3 public-private partnership governed by a Board of Directors and derives the majority of its revenue from an annual assessment on all real property located within the boundaries of the BID. Members of the BID include property owners, large and small businesses, cultural and non-profit institutions, public officials and residents.

Southern Boulevard has myriad assets with the potential to grow over the next decade, including leveraging local partnerships and major City and State investments:

- Southern Boulevard Neighborhood Study - a precursor to the rezoning of a large section of Hunts Point
- Uptick in area development both commercial and residential
- Major transportation investment including the construction of a new NYS funded Metro-North Station
- Proximity to the Food Center in Hunts Point and inclusion in the Bronx Tech Triangle.
- Strong grassroots desire to expand the BID boundary in the five (5) year strategic plan.

The Southern Boulevard BID Executive Director is expected to lead the next phase of the BID’s growth, in concert with the BID’s Board of

Directors, including developing both short and long-term initiatives to drive and solidify the BID’s role in the greater Hunts Point community, ensuring all investments align with the mission of the BID and with the interests of business and property owners, and develop synergistic working relationships with key stakeholders in order positively impact the commercial corridor and surrounding neighborhood.

The Executive Director’s Responsibilities include, but are not limited to:

Leading and guiding BID operations

- Preparing and managing the organization's annual operating budget, contractual reporting obligations, maintaining all organizational records, and providing the Board with periodic management reports, operating statements, and cost and program analyses
- Staff and personnel management including managing and directing the daily activities of BID staff, ensuring BID staff are following processes and procedures, and overseeing staff reporting

- Oversight and coordination of the BID's staple services: sanitation, beautification, marketing, events, retail development, and capital improvements
- Ensuring the BID is in compliance with all governing policies and rules including organizational by-laws, contractual obligations with the City of New York, and other public entities
- Maintaining compliance with all procurement policies and procedures to ensure fair and equitable purchasing, and managing all outsourced vendors/contractors/consultants
- Maintain bookkeeping / financial systems and distributing Quarterly Board Financial Reports

Developing Long Term Vision and Leading Key Initiatives

- Initiate the development of high-quality, multi-faceted business strategies including BID programming, capital improvements, stakeholder initiatives and comprehensive resource planning
- Develop innovative weekly programs for membership and area community stakeholders
- Ensure the Board is involved in the direction of key projects and priorities
- Lead community stakeholders through a potential rezoning process and demonstrate a keen awareness and understanding of land use policy and zoning
- Align large scale initiatives with public and private interests as well as the evolving nature of Southern Boulevard in the larger context of commercial district development
- Regularly balance the needs of multiple stakeholders while effectively pursuing the mission of the BID
- Create and lead a robust fundraising program that includes grant writing (Government and Private), sponsorship programs, and private giving.

Board Engagement

- Ensure the board is fully apprised of fiduciary matters and obligations; ensure meetings and the voting process for board membership meets requirements as outlined in the BID's by-laws
- Develop and execute all board communications including operations and programming updates, financial statements, governance documents
- Assist in the ongoing recruitment of board members including outreach and development

Stakeholder Engagement

- Build and improve upon relationships with corporate, community, government, and institutional partners to carry out organizational mission and objectives
- Cultivate and maintain relationships with City and State agencies and elected officials
- Represent the BID at public events, including community meetings and government hearings
- Create and manage ongoing outreach and communication strategies

Marketing and Communications

- Oversee the development, implementation and expansion of marketing and public relations strategies, special events, and BID promotions
- Promote the BID in local and citywide outlets, and serve as primary contact for press and media
- Manage all BID communications including responding to BID members' inquiries, media requests, producing and distributing annual report, newsletters, printed mailings, BID website, social media, and other digital communications

Community Development and Business Services

- Ensure that BID services are maintained with the highest quality of service and integrity
- Build and develop partnerships to enhance relevant BID services
- Pursue, develop, and execute capital improvement campaigns and investment opportunities, connecting to institutional and public funders and grant opportunities

PREFERRED QUALIFICATIONS

The ideal candidate for this position will have at least 4 years experience working in some combination of the following areas: community and economic development, advocacy and organizing, constituent services, non-profit management, government/public policy, small-business development, or urban planning. A Bachelor's degree is preferred.

Proficiency in Spanish is beneficial (speaking, reading, writing)

- An understanding of BIDs and their roles within their communities and the City at large
- Ability to balance strong day-to-day management needs with visionary thinking
- Knowledge of land use policies and zoning
- Ability to build, participate, and balance community coalitions
- Experience leading strong teams and managing consultants, and contractors
- Ability to build a team
- Substantive non-profit administrative, contract, and financial management experience
- Familiarity with the retail and/or small-business climate
- Marketing and special event programming experience
- Track record of successful fundraising and grant awards
- Excellent written and public communication skills; strong interpersonal and organizational skills
- Excellent computer skills, including Microsoft Office and Adobe Creative Suite
- Experience working with City government and familiarity with the South Bronx

COMPENSATION

Compensation is approximately \$60,000. Ability to work remotely part-time.

TO APPLY

Please submit a resume and cover letter **by February 15, 2023** to hire@sobobid.org

The Southern Boulevard BID is an Equal Opportunity Employer. We welcome resumes from candidates meeting the required skills and experience needed for this role. **Please note that only those candidates who are being considered for employment with the Southern Boulevard BID will be contacted. **Please do not contact the BID office directly regarding this employment opportunity.**