

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Job Description

Executive Director – Montclair Center Corporation: Montclair Center Business Improvement District

The Organization

The Montclair Center Business Improvement District (MCBID) is a 501c3 not-for-profit organization established in 2002 by the local business community to enhance and promote downtown Montclair as a regional shopping, dining, and entertainment destination. The MCBID represents and serves more than 500 businesses and 150 property owners. The mission of the Montclair Center BID is to create a visually appealing, prosperous and inclusive downtown through continuous cleaning and beautification, programming, marketing, economic development, and advocacy. The MCBID is a Nationally Accredited Main Street Community that partners with businesses, nonprofits, landlords and government to make Montclair Center a vibrant place to eat, work, shop, live and play.

Job Description

The Executive Director acts as the principal officer of the MCBID and has the duties and responsibilities typically associated with such a position, as well as such other duties and responsibilities as may be reasonably assigned from time to time by the MCBID's Board of Directors (the "Board") and/or its Executive Committee. The Executive Director will serve as the face of the MCBID, collaborate on the development of its strategic direction, oversee programs, and manage finances, overall administration and day-to-day activities of the MCBID. The Executive Director will closely coordinate with and report to the president of the Board of Directors, the officers of the Board (Executive Committee), and the Board members. The Executive Director works closely and collaboratively with the Board to ensure that the organization is responsive to the needs of its stakeholders. The Executive Director supports the Board's work to establish the organization's future direction, providing strategic and tactical insights and leadership.

The Executive Director's duties and responsibilities include:

1. Community Engagement

Advance strategic and tactical goals through community engagement.

- Act as enthusiastic spokesperson, advocate, and liaison on behalf of the District and the MCBID Corporation.
- Serve as the primary spokesperson for the MCBID, representing the organization at meetings, media engagements, and public events.

- Maintain a personal presence in the MCBID and develop good relationships with District business and property owner stakeholders.
- Ensure that an updated and accurate record exists of the entire list of properties and businesses within the MCBID's physical jurisdiction.
- Develop and maintain strong working relationships with government elected officials and staff, community organizations, and other partners.

2. **Program Services**

Administer and evaluate the MCBID's program services. Programs focus on vibrant streets, economic development, and quality of life.

✧ Enhance Economic Value –

- Attract and recruit new businesses to Montclair Center.
- Support business retention in the District and help existing businesses to make their ventures more successful.
- Support property owners in the District.
- Work with local, county and state government staff to improve Montclair Center.
- Introduce new businesses to national and local best practices.
- Conduct research and gather data to drive informed decision making.
- Act as a source of information for business and property owners.
- Recognize positive opportunities that foster the synergy between the District and the MCBID, and support strategically aligned District-wide initiatives.

✧ Create Marketing Value –

- Encourage, create, collaborate on and promote events that draw visitors and residents and build the Montclair Center brand.
- Oversee event planning, implementation, and development of initiatives that enhance the vitality of Montclair Center.
- Brand and market the District, on street and through public relations, social media, and advertising.

✧ Promote Civic Value –

- Advocate for business-friendly ordinances and practices in municipal agencies.
- Serve as an "honest broker" between local businesses and governmental agencies.

✧ Build Physical Value –

- Encourage and contribute to public placemaking within Montclair Center.
- Promote and encourage the artistic and historic eclecticism of the District.

- Supplement municipal amenities, maintenance, and sanitation efforts.
- Create a positive experience for visitors, building on the District's reputation as a destination of choice in northern New Jersey and within the NYC metropolitan area.
- Collaborate on events to draw visitors and residents and build the Montclair Center brand.
- Oversee event planning, implementation, and development of initiatives that enhance the vitality of Montclair Center.

3. **Management of *Experience Montclair*, MCBID's Destination Marketing Organization (DMO)**

- Work with the Board of Directors and the DMO Director to develop DMO goals, strategies, and benchmarks.
 - DMOs bring together entities that serve all aspects of the visitor experience from lodging, restaurants, attractions, and retailers to work collectively on what makes their community stand out as a tourist destination. The DMO also works with travel trade partners to provide travelers with information about the destination.
 - *Experience Montclair* creates strategic alliances to drive tourism and increase economic growth and impact for the township of Montclair. *Experience Montclair* is the official destination marketing organization as designated by the State of NJ, Office of Travel and Tourism. The DMO is the resource for visitors and groups traveling to this region.
- Provide support and guidance to the DMO Director.
- Oversee all aspects of the administration of the DMO.

4. **Risk Management**

- Work with the Board to ensure the Board of Directors and the BID carries appropriate and adequate insurance coverage.
- Establish and manage the security of the organization's records and statements.
- Review all systems for the organization's information security, including e-mails, data back-up and other forms of communication.
- Responsible for the maintenance and safety of all BID equipment including vehicles, tools, stage and sound equipment, and storage units.

5. **Financial Management**

- Prepare and recommend annual plans and capital and operating budgets to the Board and Board Committees for approval.
- Assure adherence to these financial plans and budgets, maintaining all organizational records.
- Provide the Board with periodic management reports, operating statements, and cost and program analyses.

- Aid the process of an annual audit.

6. **Funding and Grants Management**

- Develop and implement fund-raising strategies to support the Board's projects and programs.
- Identify potential grant opportunities, oversee grant applications, and manage all reporting requirements for grants received and annual assessment.

7. **Personnel and Administrative Management**

- Supervise personnel; manage employees within the strategic parameters set by the board. Executive Director works with the budget committee to set pay rates.
- Negotiate all contracts as authorized by the board. Oversee and coordinate the work of all vendors and contractors. This includes staff working for current contractor, Commercial District Services.
- Ensure that annual goals are set and met by MCBID staff and contractors.
- Regularly evaluate technological advances and area best practices. Implement these new developments to heighten office efficiency and positive program outcomes.
- Set personal and staff goals for staying abreast of developments in economic development and other position-related continuing education.
- Ensure compliance with all legal and regulatory requirements.

8. **Communications**

- Oversee the work of the communication staff to facilitate effective and dynamic communication with the MCBID constituents and general public.
- Coordinate all communication functions including responding to MCBID members, media and other inquiries, and writing annual reports, newsletters, and member bulletins.

9. **Board of Directors**

- Attend all monthly Board meetings and meet with the Board's Officers and committees on a regular basis.
- Develop strong working relationships with board officers and directors.
- Assist directors in the performance of their duties, providing information, gathering data, and providing meeting, communications and other support as requested.
- Aid in the development of candidates for empty board seats.
- Oversee details for larger meetings such as the Annual Meeting, Meet and Greets, and community meetings such as candidate forums.

10. **External Meetings and Events**

- Regularly attend meetings and events, many of which occur outside normal business hours.

- Serve as the Board's liaison to community and civic groups, government, and elected officials.
- Attend Township meetings on an as-needed basis including meetings of the Town Council, Planning Board, Board of Adjustments, Historic Preservation Commission, etc.
- Oversee and assist as needed all MCBID events and attend all in-District events in which MCBID has a partnership or sponsorship role. Some events will require working outdoors for significant periods, occasionally in inclement weather.
- Maintain membership and attend conferences and important meetings held by relevant trade associations such as Main Street America and the International Downtown Association as appropriate.
- The Executive Director is required to work nights and weekends as needed.

11. **Ensure compliance with all Montclair Center Corporation By-Laws.**