



## **Village Alliance Job Description: Executive Director**

The Village Alliance Business Improvement District (BID) is a community-based, 501(c)3 not-for-profit organization created in 1993 to promote the economic vitality and enhancement of the central Greenwich Village neighborhood in New York City. The Alliance works to ensure the community's continued growth and success by providing supplemental sanitation, public safety, economic development and marketing services, investing in the maintenance and beautification of public open space, and hosting community events, programs and public art installations. The BID is also engaged in advocacy work on behalf of its small business community, including pandemic assistance programs.

The BID is seeking an Executive Director, responsible for the administration, financial management and day-to-day activities of the Village Alliance. The Executive Director is the chief executive officer for the organization and reports to the President of the Board of Directors, currently a 25-member elected body representing local property owners, merchants, residents and elected officials. While the Executive Director has other duties as may be conferred by the Board of Directors, the position makes the decisions necessary for the effective management of the organization.

The Village Alliance promotes the well-being of over 200 properties and 425 merchants in and around the central Village's primary transit hubs. The district is centered on 8<sup>th</sup> Street as it connects the Avenue of the Americas (6<sup>th</sup> Avenue) with St. Marks Place, including three public plazas (Astor Place North/South and Ruth Wittenberg Triangle). More information about the Village Alliance, including a map of the district service area, may be found on its website, <https://greenwichvillage.nyc/about-us>

### **DUTIES AND RESPONSIBILITIES**

The Executive Director position is full-time (minimum 40 hours/week) and requires working as many hours as needed, including occasional weekend days, to achieve the completion of the mission, goals, plans, and projects of the organization. This will include representing the organization at public events, local daytime or evening events, and the organization, scheduling and implementation of all Board meetings as necessary.

The Executive Director's time will be spent both within the organization's office as well as in the community, meeting with businesses (landlords and their tenants), local institutions and government officials. The primary duties and responsibilities will include:

## **Leadership & Planning**

- Provide leadership in the implementation and enhancement of the BID's District Service Plan through measurable goals, objectives and key performance indicators consistent with the organization's mission statement
- Stay abreast of developments in the neighborhood revitalization industry. Research successful peer BID programs and introduce new ideas to further the development of the organization
- Develop additional funding sources to augment the organization's assessment revenue, including the development, execution, management and evaluation of grants, sponsorships and earned revenues
- Oversee the planning, implementation and follow-up of Board and Committee meetings, task forces, presentations and special events. Coordinate Board meeting agendas, meetings, votes, minutes and correspondence.
- Carry out the organization's Diversity, Equity and Inclusion goals related to Board and staff development, procurement and programs.
- Research and create peer learning and staff professional development opportunities

## **Finance & Administration**

- Ensure the BID complies with all governing policies and rules, including organizational by-laws, contractual obligations with the City of New York, state not-for-profit law, grant contracts and internal policies (e.g., procurement, record retention, conflict of interest policies, etc.)
- Prepare and manage the organization's annual operating budget (currently \$1.6M per year) and five-year planning budget, including regular reporting on budget progress and variances to the Treasurer and Finance Committee. Supervise bookkeeper to pay bills on a monthly basis.
- Recruit, train and supervise a highly qualified staff to carry out mission, objectives and programs.
- Oversee the creation, organization and implementation of administrative, management and financial systems that maximize efficiency and accountability
- Oversee BID assessment billing procedure and maintain comprehensive property owner and assessment databases
- Process biweekly payroll and administer fringe benefits (health/dental/vision insurance, Section 125/Cafeteria Plan, 403b retirement plan, paid time off)
- Oversee annual financial and insurance audits and tax preparation by independent contractors
- Manage office administrative tasks (leases, utilities, IT, insurance, etc.)

## **Programs**

- Manage daily activities of BID staff to ensure they follow procedures related to core programs: sanitation, public safety, horticulture, streetscape maintenance/improvements, public space management/placemaking, economic development/retail attraction, neighborhood marketing and community events.
- Oversee the development of special projects and/or new programs which support the organization's mission
- Develop, support and promote new third-party partnership programs that generate visibility or revenue for the organization
- Monitor the effectiveness of programs by developing and implementing efficient tracking and reporting systems. Collect surveys and other data collection efforts to understand and improve BID program service delivery.

## **Communications & External Relations**

- Serve as the Alliance's chief spokesperson and primary advocate representing the organization with media, government agencies, civic associations, public institutions and local community groups. Build new relationships and improve upon existing relationships in order to carry our organizational mission and objectives
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for the BID's activities, programs and services.
- Oversee the preparation and distribution of biweekly, monthly, quarterly correspondence/newsletters and annual reports analyzing the progress of Village Alliance projects, programs and operations.
- Supervise content on the organization's website and multiple social media channels (digital audience ~55,000)

## **PREFERRED QUALIFICATIONS**

Successful candidates for the position will have at least 7-10 years professional experience working in some combination of the following areas: managing a non-profit organization, leading economic development initiatives, constituent services, government/public policy, urban planning, public administration and/or small business assistance. At least half of the relevant experience should include direct oversight of financial and staff resources.

A Bachelor's degree is required, and a Master's degree in a related area is preferred. Directly relevant work experience with Business Improvement Districts in New York City will also be taken into consideration.

## **Knowledge & Skills**

Applicants who have demonstrated the following knowledge and skills will be highly considered by the search committee:

- Strong leadership and interpersonal skills; ability to create and sustain strong collaborative working relationships with all stakeholders
- Ability to prioritize and manage multiple staff members and projects simultaneously, while fostering a collegial team environment
- An understanding of BIDs in NYC (or elsewhere), the issues facing commercial property and small businesses and the NYC/NY State political climate
- Substantive non-profit administrative and financial management experience
- Experience in public speaking and presenting/advocating to public officials
- Effective verbal and written communication skills
- Fundraising and grant writing success and subsequent contract management experience
- Cultural competence working with a diverse group of stakeholders to negotiate differing points of view
- Experience cultivating a digital audience via email, newsletters and social media to drive growth and sales to local merchants
- Computer skills and proficiency with MS Outlook/Excel/Word/PowerPoint, Cloud Storage Services, Quickbooks Online and other SaaS programs (e.g., MailChimp, Canva, Fulcrum, Gingko or similar CRM database)
- Knowledge of the Greenwich Village neighborhood is a plus

## **SALARY AND BENEFITS**

Salary is commensurate with experience and qualifications.

The Village Alliance offers 100% coverage of health, dental and vision insurance premiums, a Section 125 (Cafeteria) Plan that allows for pre-tax deductions for qualified health, transportation and dependent care expenses, and an employer-sponsored 403b retirement plan with opportunity for matching contributions after one year of service.

The position is currently full-time, in-office at 8 East 8<sup>th</sup> Street; should the status of the pandemic change, the decision to return temporarily to remote work may be made jointly by the Executive Director and Board leadership.

## **TO APPLY**

Please submit resume and cover letter to: [info@greenwichvillage.nyc](mailto:info@greenwichvillage.nyc) with the subject header "Executive Director Search." Please use the cover letter to explain your interest in the position and how you are qualified for the job.

The Village Alliance is an equal opportunity employer. All qualified candidates are encouraged to apply. Only those whose applications are being considered will be contacted. **Please do not email or telephone the BID office or staff directly about this position.**

Please note that in accordance with our obligation as a contractor with the City of New York, all Village Alliance employees are subject to the COVID-19 vaccine mandate. All new hires are required to present proof of updated vaccination and booster before the first day of work.

Closing date for applications will be Friday, May 6<sup>th</sup> or until the position is filled.