

VILLAGE ALLIANCE

DIRECTOR OF BUSINESS DEVELOPMENT & PROGRAMS

ABOUT US

The Village Alliance is a small and agile team transforming Greenwich Village's commercial corridors into thriving hubs of business, culture, and community. We're all about innovation, strategic partnerships, and unlocking new revenue streams to fuel public space enhancements and support local businesses. If you thrive in high-impact work with a sustainable pace, entrepreneurial environment and love building something from the ground up, you'll fit right in.

THE ROLE

We're looking for a strategic thinker and revenue driver to lead business development initiatives that generate funding for public space enhancements and create opportunities for local businesses. This role focuses on creating and scaling revenue-generating programs, securing sponsorships, and developing visibility opportunities that directly benefit local businesses. You'll have the opportunity to own projects, launch initiatives, and drive real economic impact in one of New York City's most iconic neighborhoods.

This is a full-time, on-site role based in our Greenwich Village office—one block from Washington Square Park—where in-person relationships and direct engagement drive success.

WHAT YOU'LL DO

- Create and expand revenue-generating programs that drive customers to local businesses and fund public space improvements.
- Develop and execute ticketed and sponsor-supported business programs that help businesses grow.
- Explore and implement pop-up markets and plaza activations to generate new revenue opportunities.
- Secure high-value sponsorships and partnerships that directly support district businesses.
- Manage and grow lamppost banner advertising and brand visibility programs in public spaces.
- Build strong, in-person relationships with local businesses and corporate partners.
- Negotiate and execute sponsorship and program agreements with precision.
- Identify new revenue opportunities and optimize existing programs for maximum impact.

WHAT YOU'LL BRING

- 3+ years of experience in business development, sales, or program management.
- A track record of creating and managing revenue-generating programs and securing sponsorships.
- Strong negotiation, relationship-building, and communication skills.
- An entrepreneurial mindset—you take initiative, own projects, and drive results.
- Experience with retail, dining, or hospitality businesses is a plus but not required.

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WHAT WE OFFER

- \$85,000 base salary + 15% commission on revenue generated.
- Competitive benefits including healthcare, dental, vision, and cell phone reimbursement.
- High-impact work with a sustainable pace—big ideas, no burnout.
- The opportunity to directly shape the business landscape of a legendary NYC district known for its charm and creativity.

HOW TO APPLY

Send a resume, cover letter, and a work sample showcasing a revenue-generating program or sponsorship deal you developed to [careers \[at\] villagealliance.org](mailto:careers@villagealliance.org) with the subject line “Director of Business Development & Programs.”

Applications are reviewed on a rolling basis. Only selected candidates will be contacted. No phone calls or social media inquiries, please.