



## Executive Director// Job Description

### EPA Mission Statement//

This mission of the Exchange Place Alliance (EPA) is to promote and guide economic revitalization, to promote social growth, and to make the greater Exchange Place area cleaner, safer, and greener. The Exchange Place Alliance will do this by providing a high level of supplemental management, maintenance, and improvements to the Exchange Place Alliance Special Improvement District. The Exchange Place Alliance will strive to make the Exchange Place Area and downtown Jersey City a better place to live, work, and visit.

### Summary//

The candidate will oversee the initial development of the Exchange Place Alliance (EPA); a special improvement district currently being established to improve the overall aesthetics and branding of the Exchange Place PATH station area in Jersey City, NJ. The executive director would be responsible for the overall administration, financial management, and day-to-day activities of the EPA, in addition to carrying out the policy directives set by the EPA Board. He or she would work with the Board, committees, outside vendors and agencies, etc. to create and implement the programs recommended for economic revitalization, which might include recruitment of new businesses, storefront façade and sign improvement, events to activate the area and increase foot traffic, marketing and social media programs, wayfinding signage development, public relations, and more.

### Responsibilities include//

// Evaluate and administer the EPA's programs in the areas of maintenance, sanitation, capital improvements, landscaping, etc.

//Evaluate and administer the EPA's marketing, social media, and public relations efforts, as well as creation and maintenance of EPA website.

//Coordinate the EPA's programming and events; activate the area; increase awareness and place making.

//Coordinate all communications efforts including responding to EPA members, media and other inquiries, and writing regular newsletters, and other pieces.

//Prepare and adhere to yearly budgets, obtain Board approval.

//Manage the EPA's administrative office including eventually supervising the cleaning team, additional personnel and provide benefit and payroll administration.

//Create and expand relationships with corporate, community, government, and institutional partners to execute mission and objectives.

//Act as support to the Board and its committees and serve as the Board's liaison to community and civic groups, government, and elected officials.

#### Qualifications/Requirements//

The ideal candidate will be a highly energetic, creative self-starter with a proven track record of leading similar initiatives. Prior management experience, a working knowledge of standard administrative and accounting practices, and strong verbal and written communication skills are required. Marketing and corporate sponsorship experience, knowledge in urban planning/design, public administration, and/or prior SID experience preferred. Ideal candidate will be able to hit the ground running and possess knowledge and experience in the EPA's area, as well as Jersey City. Bachelor's degree or equivalent required.