

Township of Cranford
Downtown Business & Economic Development Office / Special
Improvement District
Search for Director

Director – Downtown Business & Economic Development
Cranford, NJ

Submit resume to: Cathy Scotti, Assistant to Township Administrator
c-scotti@cranfordnj.org

Deadline: Friday, January 12, 2018

Background

The Cranford Special Improvement District (SID) was established in 1985 as the first in New Jersey. The SID has been the recipient of numerous Smart Growth Awards and Grants, was designated a Transit Village in 2003, and has benefited from steady investment over the years in the form of numerous successful Transit-Oriented Development projects. More recently, the SID has worked to improve public spaces and pedestrian accessibility.

The SID includes more than 300 retail, service and professional businesses and has maintained an occupancy rate between 95% – 98% for the past five years. There is a full-time Director, a full-time Maintenance Worker, and two part-time employees: an Administrative Assistant and Social Media Coordinator.

The SID is governed by a Downtown Management Corporation (DMC) Board of 11 members: three property owners, three business owners, four residents and one elected official. The 2017 Operating Budget was \$177,292.

Job Description

The Director is responsible for day-to-day management of business and economic development initiatives, marketing the district and businesses within, maintenance and improvements to public spaces, communications and public information to various stakeholders, and special projects that position downtown Cranford as an excellent place to shop, dine, live, visit and invest.

Specific responsibilities include:

- Attend DMC Board and Committee meetings and prepare agendas, reports and information packets as needed
- Develop and implement business development strategy to recruit new businesses and support existing businesses
 - assist with permitting process, including sign, façade and renovations,
 - serve as resource for municipal information
 - provide information and advice for improving and growing business

- organize workshops on topics relevant to businesses
 - foster cross promotion with businesses
 - develop and maintain contact with property owners, commercial brokers, developers
 - maintain database with information on all SID properties
- Review site plans and prepare reports for Planning and Zoning Boards for applications in the SID
- Present recommendations and actions to the DMC Board, Township Administrator and Township Committee on ideas to enhance the business district
 - keep same advised of situations, activities, trends in retail, development, parking, planning, pedestrian safety and accessibility, legislation, opportunities and other issues such as building design, preservation and redevelopment that may impact and improve the business district
- Work with DMC Board and other local stakeholders (department heads, Boards, Committees) on development, maintenance and implementation of Strategic and Visioning Plans
- Develop, manage and expand communications and marketing of the District to all SID stakeholders, the general public, and media including and especially via active social media platforms
- Work with DMC Board and relevant departments on public space improvements, including tree inventory and plantings, sidewalk and pedestrian improvements, seating, appearance and upgrades to increase utilization of public spaces
- Work with DMC Board and relevant departments on maintenance issues including cleanliness, trash collection, repairs and general maintenance items
- Work with DMC Board, committees and civic organizations to design, organize and promote events that will attract visitors to downtown Cranford
- Work with Township Administrator and relevant departments to identify and secure grants
- Oversee administrative operation, personnel, budgeting and reporting functions of the department

Qualifications

- Bachelor's Degree and minimum five years of experience in administration, management and implementation of economic and business development, business district or community development programs; advanced degree and/or experience in public administration a plus
- Planning experience and/or qualifications (AICP, PP) a plus
- Proven track record in downtown planning, economic development, and marketing
- Ability to interact with various stakeholders and general public; garner support for projects and improvements
- Open-minded with an ability to understand how projects and initiatives fit into the short- and long-term objectives
- Strong verbal and written communication skills, particularly in social media
- Ability to troubleshoot and manage multiple projects at once
- Working knowledge of funding/financing sources and grant writing processes