

Downtown Westfield Corporation

www.westfieldtoday.com

Job Description: Executive Director (Full Time Position)

Job Summary:

Responsible for day-to-day management of the Special Improvement District (SID) and the Main Street Program including business and economic development initiatives, marketing the district and the businesses within, maintenance and streetscape improvements like landscaping, banners and signage, manage communications and public information effort to all stakeholders. Work with Downtown Westfield Corporation (DWC) Board and Committees to develop and manage special events and promotions, design guidelines and grant programs, and economic revitalization projects.

Duties and Responsibilities:

- Work directly with DWC Board and Committees to implement goals and initiatives of the SID and Main Street Program; keep apprised of situations, opportunities, activities, trends in retail, development, parking, pedestrian safety, legislation, preservation and other issues that could impact or improve the SID.
- Develop and implement a strategy to recruit new business; and, support and advocate for existing businesses
- Interact with Westfield officials and departments, committees and Boards to:
 - Implement DWC goals and objectives for a more efficient process and protocol for opening and operating a business
 - Assist and advocate for business owners in the permit application and approval process.
- Interact with Westfield officials and departments to:
 - Identify sites for development, improvement, investment; rehabilitation and/or adaptive reuse of existing buildings
 - Ensure adherence to design standards and other visual improvements that enhance the SID
 - Installation of public art projects, temporary and permanent
 - Develop pedestrian-oriented improvements and creation and/or upgrade of usable public spaces.
 - General maintenance of the SID
- Develop and implement a dynamic communication and marketing program to promote Downtown Westfield as a desirable place to shop, live, open a business and invest using a variety of social media platforms and other outlets
- Work with DWC Promotions Committee and civic organizations to develop and manage special events and promotions throughout the year

- Work with the DWC Design Committee, business and property owners to insure adherence to Westfield Design Guidelines; assist applicants applying for a DWC Sign and Façade Grant.
- Work with DWC Economic Vitality Committee to identify strategies to improve and strengthen the Downtown Westfield brand and attract shoppers and potential businesses
- Identify and apply for grants and funding sources to support the goals and objectives.
- Oversee DWC staff, budget development and Main Street reporting; inventory of all SID properties, businesses and owners.
- Outreach to property owners and commercial brokers about available spaces and plans to recruit tenants

Qualifications:

Bachelor's Degree and minimum of ten years of experience in managing business and economic development programs, preferably in an SID and/or Main Street Program; advanced degree and/or experience in planning, public administration or business a plus; proven track record in downtown management, economic development and marketing; ability to interact with various stakeholders, committees and general public; ability to implement short and long term projects and initiatives; strong verbal and written communications skills with particular attention to social media and ability to represent the organization at regional and state level and relevant professional forums; strong management and leadership skills; ability to troubleshoot and manage multiple projects.

Please email cover letter and resume by December 31, 2019 to:

k.prunty@westfieldtoday.com