

Millburn Short Hills Business Organization, Inc.
A Non-Profit 501(c)(3) NJ Corporation

Job Description: Executive Director (Full Time Position)

Job Summary:

Responsible for day-to-day management of the newly created Special Improvement District (SID) 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 efforts to all stakeholders. Work with the Board of Trustees to create and maintain committees to develop and manage special events and promotions, design guidelines and grant programs, and economic vitalization projects.

Duties and Responsibilities:

- Work directly with the Board of Trustees and committees to implement goals and initiatives of the SID; stay apprised of situations, opportunities, activities, trends in retail, development, parking, pedestrian safety, legislation, preservation and other issues that could impact or improve the SID
- Analyze the strengths and challenges for businesses in the SID and, while seeking feedback from all stakeholders, develop a proposed short, medium, and long-term plan to enhance such strengths and address the challenges faced by SID businesses
- Develop and implement a strategy to recruit new business; and support and advocate for existing businesses; create inventory of all SID properties, businesses and owners; reach out to property owners and commercial brokers about available spaces and plans to recruit tenants
- Interact with Township of Millburn officials and departments, committees, Boards, and businesses to:
 - Improve the process for opening and operating a business in the SID
 - Assist and advocate for business owners in the permit application and approval process
 - Collaborate and provide input on any policy or legislative action that may have an impact on the SID
- Interact with Township of Millburn 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
 - Expand public use of Township parks and properties in support of SID goals

- Develop pedestrian-oriented improvements and creation and/or upgrade of usable public spaces
- General maintenance of the SID
- Develop and implement a dynamic and robust communication and marketing program to promote the SID as a desirable place to shop, eat, recreate, live, open a business and invest using a variety of social media platforms and other outlets
- Work with the appropriate committees and civic organizations to develop and manage special events and promotions throughout the year
- Work with the appropriate committees, business and property owners to develop and implement design guidelines to create a more uniform look and feel throughout the SID; assist applicants seeking sign and façade grants, if any.
- Identify and help apply for relevant grants and funding sources
- Oversee staff, budget development, implementation and reporting

Qualifications:

- Bachelor’s Degree and minimum of 10 years of experience in managing business and economic development programs, preferably in a SID
- 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 successfully interact with various stakeholders, committees and general public
- Ability to successfully implement and complete short and long-term projects and initiatives
- Strong verbal and written communication skills with particular attention to social media and ability to effectively represent the Township of Millburn and the SID at regional and state level professional forums
- Strong management, leadership and conflict resolution skills
- Ability to troubleshoot and manage simultaneously multiple demanding projects

Please email cover letter and resume to mshsid@millburntwp.org