

Employment Opportunity – Cranford Township

Director – Office of Business & Economic Development

Job Description

The Township of Cranford is accepting applications for the full-time position of Director of the Office of Business & Economic Development (“Downtown Cranford”). The successful candidate will be an outstanding leader and manager ready to assist in overseeing the day-to-day operations of a vibrant downtown Special Improvement District (SID). The Director is responsible for day-to-day management of the SID, including marketing the district and the businesses within, maintenance and streetscape improvements, and manage communications and public information ~~effort~~ to all stakeholders. This position reports to the Township Administrator and exercises considerable independence of judgment in meeting assigned objectives and delivering services as set forth by the 11-member advisory Downtown Management Corporation (DMC) Board. The Director works with the DMC Board to develop and manage special events and promotions, design guidelines, grant programs, and economic revitalization projects. Other duties include attending DMC Board and Committee meetings, prepare agendas, reports and information packets as needed; develop and implement business development strategy to recruit new businesses, support and advocate for existing businesses; review SID site plans and prepare reports for Planning and Zoning Boards; work with SID 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 on other business and economic development initiatives as they arise; oversee administrative operation, budgeting and reporting functions of the department; and outreach to property owners and commercial brokers about available spaces and plans to recruit tenants.

Duties and Responsibilities

- Work directly with DMC Board and Committees (Finance, Application Review, Marketing, Maintenance) to implement goals and initiatives of the SID; 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
- Support and advocate for existing businesses while working to recruit new business
- Interact with Cranford officials, various departments, committees, and boards to:
 - Facilitate efficient processes and protocols for opening and operating a business
 - Assist existing or aspiring business and/or property owners in permit application and approval processes
- Interact with Cranford officials and departments to:
 - Identify buildings and/or sites for development, improvement, investment, rehabilitation and/or adaptive reuse
 - Ensure adherence to design standards and other visual improvements that enhance the SID
 - 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 Cranford as a desirable place to shop, live, and invest using a variety of social media platforms and other outlets, including collaboration with other organizations, if necessary.
- Identify and apply for grants and funding sources to support Downtown Cranford business and property owners.
- Oversee Office of Business & Economic Development staff and conduct annual reviews.
- Outreach to property owners and commercial brokers about available spaces and plans to recruit tenants.

Qualifications

- Bachelor's Degree and minimum five years of experience in managing business and economic development programs, preferably in a 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, communications, and marketing
- Strong management and leadership skills
- Strong verbal and written communications skills with particular attention to social media
- Ability to interact with and present to various stakeholders, including but not limited to business and property owners, elected officials, committees, and the general public
- Ability to independently implement short- and long-term projects and initiatives
- Ability to multitask, troubleshoot, and manage multiple projects
- Excellent organizational skills and attention to detail are essential
- Ability to represent the Township and Downtown Cranford at regional and state level and relevant professional forums

Contact Information

Please e-mail resume and cover letter to Jamie Cryan, Township Administrator, at jobs@cranfordnj.org. Position open until filled. Salary shall be commensurate with experience and qualifications. Cranford is an Equal Opportunity Employer.