



Executive Director

8/30/2022

Metuchen Downtown Alliance

Contact edsearch@downtownmetuchen.org

BACKGROUND:

The Metuchen Downtown Alliance ("MDA") was established in 2016 to manage the Improvement District focused on the central business core of Metuchen, NJ. Metuchen is a Main Street New Jersey community and accredited by Main Street America (a subsidiary of the National Trust for Historic Preservation).

Metuchen's Improvement District (the "District") is a vibrant downtown core located about 26 miles from midtown Manhattan and is at the intersection of the NJ Turnpike, Garden State Parkway, Route 1, Route 9, Route 27, and Route 287. A designated Transit Village, the walkable Center, revolves around our historic NJ Transit train station and includes an eclectic mix of homegrown retailers, restaurants, personal service businesses, banks, a 50,000 square foot Sportsplex, a Whole Foods and the now closed former vaudeville Forum Theater which has been acquired by the Borough for revitalization as a theater and community center. Metuchen is known for its historic housing stock, its easy train commute to NYC, its diverse and progressive populace, and for a commitment to the arts and education that makes it one of the most desirable places to live in New Jersey. The Town Plaza which opened on December 31, 2017, is the heart of the downtown and hosts many promotions and events throughout the year.

The MDA has focused its efforts on making cash registers ring for its member businesses. Its storefront and innovation grant programs are very popular with members, and its retail promotions draw from a wide area of Central New Jersey. The MDA also provides supplemental cleaning of the District and holiday lights.

While the approximately \$355,000 of core of funding comes from a supplemental SID fee on member property owners which is collected by the Borough Tax Collector, plus Borough contribution, in recent years grants from other parties have been a significant source of funding.

The MDA is governed by a 13-member Board of Trustees which consists of business owners, property owners, residents, a Council member, the Borough Administrator representative, a Metuchen Parking Authority representative and a Metuchen Borough Arts Council representative.

The Executive Director position currently is the MDA's sole employee and reports to the Chair of the Board of Trustees.

JOB DESCRIPTION:

The Executive Director ("ED") is responsible for developing and implementing the MDA's vision to ensure that Metuchen is positioned as an ideal place to shop, dine and open/operate a successful business. The ED is responsible for the administration of the MDA's initiatives and finances as well as the day-to-day activities of the MDA. It is a full-time position.

Responsibilities include:

- Market the District as an ideal place to shop and dine in central New Jersey.
- Recruit and assist new businesses with start up in the District and help existing businesses to expand and/or relocate.
- Develop and implement a strong business retention program and offer business owners strategies and programs to improve their business.
- Serve as liaison between the MDA and the community, acting as the primary source of information and service for MDA stakeholders. Meet often with business and property owners to help build and maintain the MDA's brand.
- Promote a positive organizational and personal image and be available to the public and the media to discuss the MDA's programs and goals.
- Oversee, with volunteer teams and partner organizations, the creation and production of the MDA's events and promotions to drive traffic and economic development in the District.
- Identify and apply for grants on the local, state, and national level which can be used to promote and fulfill the MDA's goals.
- Oversee administrative aspects including accounting, budget development and management, volunteer management, quarterly reports to the Board of Trustees, and record keeping.
- Develop and monitor annual strategic plan and budget working in partnership with the Board.
- Provide direction to the committee that maintains and updates the MDA's website and social media presence
- Develop and maintain an active database of MDA stakeholders and supporters and

manage communications with this database.

- Coordinate new business opening events/ribbon cuttings with the Borough and provide updates on MDA activities to the Borough Council monthly.
- Interact with Borough officials government to assist businesses with business openings, permitting and development projects.
- Issue the Downtown Metuchen Monthly e-newsletter.
- Attend annual Main Street America conference and participate in training sessions. Participate in programs and training offered by Main Street New Jersey.

QUALIFICATIONS:

- Bachelor's degree and minimum five years of practical experience in administration, management, and implementation of non-profit, community development and/or economic development programs. Advanced degree such as MBA preferred.
- Energetic self-starter who is open-minded, creative and able to develop relationships with a diverse group of stakeholders and community members.
- Proven track record in nonprofit management, downtown planning, preservation, economic development, community development, volunteer and community organizing, marketing and/or related fields.
- Proven ability to garner support and engage successfully with community stakeholders.
- Strong social media skills.
- Strong written and verbal communications skills,
- Strong computer and Internet skills, including QuickBooks and Constant Contact, or similar email marketing software.
- Strong leadership and organizational skills and ability to troubleshoot, multitask and manage several projects at once.
- Ability to work nights and weekends when necessary.
- Borough residency preferred.
- Grant writing and reporting experience.

The MDA is an equal opportunity employer. Compensation details can be provided to qualified candidates. To apply, email a cover letter and resume to edsearch@downtownmetuchen.org.