

DOWNTOWN WESTFIELD NJ



Executive Director | Downtown Westfield Corporation | Contact info@westfieldtoday.com

Downtown Westfield Corporation (DWC), a New Jersey and nationally designated Main Street Community since 1993, is dedicated to promoting downtown Westfield as a preferred destination. The DWC is committed to strengthening the downtown Special Improvement District as the center of community life and preserving the rich architectural legacy of the downtown area. The DWC utilizes the Main Street Four-Point Approach® methodology (Design, Economic Vitality, Organization and Promotions) to strengthen the local economy and protect the historic buildings.

Westfield

Noted for its beautiful downtown, lovely and diverse housing, excellent school system, and varied commuting options to New York City, Westfield offers its residents the best of friendly small-town living influenced by the sophistication of New York City. By virtue of transit service to Newark and New York City, and with easy access to regional and interstate highways, its location is ideal for commuters.

Downtown Mix

Westfield's historic downtown is a mix of locally owned specialty stores and well-known national retailers. Downtown is the scene for popular year-round events, attracting visitors of all ages. Favorites include The Downtown Westfield Corporation's weekly summer Sweet Sounds Downtown Music Festival, Girls' Night Out and Shakespeare in "Foundation" Park and holiday events and entertainment. The much-loved AddamsFest, art exhibits, nationally acclaimed NJ Festival Orchestra, and spring and fall street fairs add to the appeal of Westfield. Westfield is home to a wide variety of restaurants and eateries that make it a coveted dining destination. A combination of great food, shopping and services offers residents and visitors a unique and worthwhile downtown experience.

Job Description: Executive Director

Job Summary

Responsible for overall day-to-day management of the Downtown Westfield Corporation (DWC) Special Improvement District, including the overall economic development strategy to deliver on the following key objectives: ensure the long-term vibrancy of Westfield's historic downtown; mitigate commercial vacancies; and develop and execute promotional, marketing, and communication strategies to support and recruit businesses.

The Executive Director reports to the DWC Board, with direct accountability to the Chair and Vice Chair. The ED also oversees DWC staff, budget development and reconciliation, as well as Main Street reporting.

Specific Duties

- Working directly with DWC Board and Committees to implement goals and initiatives of the SID and Main Street Program
- Keeping members informed and updated on opportunities and trends in retail, development, parking, pedestrian safety, legislation, historic preservation, and other issues that could impact or improve the SID
- Provide collaboration and support to the four DWC Committees
- Oversee adherence to and implementation of the updated Downtown Westfield Corporation Strategic Plan adopted by the Board in 2024
- Conceiving, implementing, and executing all downtown promotions and initiatives
- Overseeing streetscape maintenance, improvements, signage, and economic revitalization projects
- Overseeing all DWC marketing, communications and accounting including third party contracts
- Identifying and applying for relevant grants; proactively liaising with all key stakeholders including the DWC Board, DWC Committees, the Westfield Mayor, Town Administrator and all Municipal Departments
- Serving as a visible presence with SID businesses, property owners, and the public
- Interacting with relevant professional organizations including Downtown NJ, Main Street, and the American Planning Association (NJ)
- Managing and updating a database of all SID properties, businesses, and owners

Required Skills

- Exceptional relationship skills with a proficiency in working across a matrixed organization
- Ability to work with multiple stakeholders to develop short and long-term economic development strategies while managing the day-to-day execution of the current objectives for the Special Improvement District (SID)
- Strong networking capabilities with industry organizations and the ability to identify and adopt best practices locally
- Proven leadership skills capable of implementing an inclusive, diverse organizational structure that can be empowered to meet DWC goals and objectives
- Strong organizational skills with attention to detail and the ability to multitask
- Exceptional communication skills, with strong written, verbal, and presentation capabilities
- Enthusiasm for being a "boots on the ground" daily visible presence within the SID
- Resourceful with a capacity to leverage all existing resources and identify new ones on order to deliver on key objectives
- Marketing and social media savvy
- Strong management and leadership skills; proven ability to troubleshoot, lead, and manage multiple projects
- Capacity to implement short- and long-term projects with strong follow through and execution discipline

Qualifications

Bachelor's Degree with a minimum of five years professional experience as a leader in economic development programs, an SID, and/or Main Street Program; foundation in planning, public administration, or commercial real estate. Advanced degree a plus. Proven track record with leading and managing teams with demonstrated ability to meet and surpass assigned key performance indicators. Experienced public presenter comfortable representing the organization at the local, regional, and state level in relevant professional forums.

Market relevant Compensation Package based on experience and qualification.

Email cover letter and resume to Westfield Town Administrator, James H. Gildea at administrator@westfieldnj.gov. The Town reserves the right to conduct interviews prior to application deadline as qualified candidates are identified.

www.westfieldtoday.com