

Experience Princeton (EP) – Executive Director Job Description

Experience Princeton (EP), structured as a Special Improvement District (SID), was established in March 2022 following a 2-year planning process. The creation of EP is an important step to ensure the expansion and sustainability of a more vibrant Princeton with the support of business owners, commercial property owners, residents, community and government leaders.

Position

EP's mission is to shape, maintain and grow a flourishing Princeton economy by offering an exceptional experience for residents and visitors; and advocate for a robust and diverse business community through strong partnerships.

The Executive Director (ED) will lead EP to fulfill its mission to energize and enhance Princeton's business environment.

To do this, the Executive Director will:

A. Outreach and Communication

- Deepen relationships and establish regular communications with Princeton businesses, commercial property owners, residents, the Board, elected and appointed officials, and community stakeholders (EP Members or Stakeholders) to provide information and advocacy on behalf of EP's Members and mission
- Develop & oversee relevant technologies to support EP Member communications and promotions of the EP Members & services
- Work with standing committees to execute Board approved workplan within targeted timelines

B. Economic Development

- Coordinate efforts to create awareness of vacancies
- Work to achieve a balance of desirable retail, dining, cultural, experiential & professional services
- Work with the municipal government to streamline the business permit approval process, expand business friendly zoning, improve signage and wayfinding and coordinate construction impacts on traffic, etc.
- Work with Stakeholders to address issues such as: traffic flow, parking, signage, wayfinding

C. Marketing, Public Relations and Events

- Lead and oversee all marketing efforts that support EP's member businesses and property owners, including branding, advertising, public

- relations, activities and event development with an emphasis on promoting the customer experience for Princeton residents and visitors
- Launch and sustain events and promotions to promote Princeton businesses and engage residents and visitors
- Collaborate with EP Members to plan and execute a series of events for the 250th anniversary of the Declaration of Independence

D. Operational/ Management

- Attract, motivate, train, and retain volunteers
- Manage professionals / consultants
- Manage ongoing operations and evaluation of all EP programs, events, and services
- Execute administrative responsibilities
- Procure & work with consultants (marketing, planning)
- Plan with/ report to the Board of Directors
- Seek out potential grant funding opportunities

Essential Qualifications

The EP Board is looking for candidates with the following qualifications:

- Excellent verbal and written communication skills
- A minimum of 5 years' experience in leading and managing business and/or economic development programs
- Experience in the areas of non-profit & volunteer management, economic development, marketing, public relations and urban planning
- A strong understanding of the issues confronting businesses, property owners, public agencies & community organizations
- Experience working in a SID or running a SID a plus

Summary

The successful candidate will be prepared to “dig right in” with an immediate focus on expanding communications with all stakeholders and developing a strategic plan for the organization. The successful candidate must also be capable of implementing near term events and marketing initiatives and advancing efforts to achieve EP’s planning goals.

The Executive Director of EP is an outstanding opportunity for a committed executive to lead and grow a well-supported SID in a dynamic community that is home to notable institutions of higher education and significant sports, entertainment, cultural and historic venues. A committed and talented Board of Directors will provide support to the Executive Director. Under the new Executive Director’s leadership and guidance, EP will provide first rate services and programs to attract more people to live, work, play, shop and dine in Princeton.

Contact

Experience Princeton is committed to providing equal employment opportunities and complying with all applicable anti-discrimination and anti-harassment laws, rules, orders, and regulations.

Please forward resumes, letters of recommendation to:

Experience Princeton ED Search Committee

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