

Job Description
Executive Director
Ridgewood (NJ) Business Alliance -- RBA

POSITION OVERVIEW

The newly launched Ridgewood Business Alliance (RBA), a New Jersey Special Improvement District (SID), is seeking its first Executive Director to lead all programs and services of the RBA, be the face of the organization, and serve as the liaison to Ridgewood business leaders, municipal government and the larger Ridgewood community. The successful candidate will “hit the ground running” by immediately focusing on marketing Ridgewood as the premiere destination in Northern New Jersey, developing partnerships with all stakeholders, and creating and implementing a plan for Ridgewood's economic development. Specific deliverables include the following:

KEY RESPONSIBILITIES

Economic Development

- **Attract businesses** to the Village by working with local, regional, and national real estate representatives, developers, businesses and potential businesses.
- **Anticipate changes to the Ridgewood business environment** and pro-actively and strategically plan and recommend how the Village's business areas can evolve.
- **Coordinate efforts to reduce the number of storefront vacancies** and work to achieve a diverse mix of desirable retail, cultural, experiential and dining services.
- **Advocate and represent the Ridgewood business community** at the local, regional, state and national level, including simplifying municipal approvals for businesses.

Marketing and Branding

- **Strategize, lead and oversee a marketing plan** to attract more visitors to Ridgewood through branding, advertising, public relations, retail promotions and other activities.
- **Implement external communication processes** including but not limited to a website, social media, print, and other public relations approaches.
- **Develop meaningful relationships and regular communications** with the RBA Board of Directors, RBA members, elected and appointed officials, partners such as the Chamber of Commerce, The Ridgewood Guild and others.

Capital and Visual Improvements

- **Create visual impact** and promote “placemaking” concepts.
- **Design and administer grants** to help improve streetscapes.

- **Explore opportunities, where possible, for businesses to share and consolidate** maintenance responsibilities such as sidewalk snow removal, tree well upkeep, recycling pick-up, etc.

Administrative Management including supervising daily operations; developing funding opportunities including grants, bequests, donations and sponsorships; hiring and managing consultants, staff, volunteers; reporting to the Village Council; supporting the RBA Board of Directors and standing committees.

ESSENTIAL QUALIFICATIONS

- **Experience in leading and managing business and economic development programs** including strategy development, staff and volunteer management, and fiscal management. Previous SID/BID experience a plus.
- **Knowledge of economic development, marketing, public relations, urban planning** and the issues confronting downtown businesses, property owners, public agencies and community organizations.
- **Fundraising experience**, especially through grant writing and solicitation of corporate sponsorships.
- **Demonstrated management ability in a fast-moving environment** including leading staff, budget and fiscal management, strong administrative and time management skills, self-sufficient computer skills.
- **Proven leadership ability to work effectively with a range of people** in different roles, both inside and outside the organization including the Board of Directors, Village staff, Village Council, business owners and the public.
- **Excellent verbal and written communication skills.**

OTHER RELEVANT INFORMATION

This is a full-time, hands-on executive position, generally operating Monday through Friday but also requiring occasional evening and weekend hours. RBA offices are located in Ridgewood, NJ, an award-winning community in Northern New Jersey.

To apply for this position, please submit your resume and cover letter with compensation requirement to:

kathryn.s.komsa@gmail.com

Subject: RBA Executive Director

The RBA supports the equal opportunity for all individuals, regardless of race, religion, sex, age, sexual orientation, national origin, or disability.