



Executive Director Job Description

Reporting to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for the Broadway Mall Association's (BMA) staff, programs, expansion, and implementation of its mission. BMA seeks to engage and connect the diverse communities along the five-mile stretch of landscaped malls from Washington Heights to Manhattan's Upper West Side, creating visually beautiful and culturally vibrant public spaces that are open and accessible for all to enjoy. This 501(c)(3) organization is responsible for the care and revitalization of 83 malls along New York City's most fabled thoroughfare, from 70th to 168th Street, and offers periodic public art exhibitions.

This is a full-time position; hybrid work is possible after an initial on-site period. Competitive benefits package includes health and dental insurance and a 403(b) plan. The ED will lead and oversee a small, energetic staff. The responsibilities outlined here are not exhaustive and could change on an as-needed basis.

Salary Range: \$90,000 to \$115,000, commensurate with experience

Fundraising and External Relations

- Lead a robust and creative fund development effort, with a minimum of 50% of time devoted to this aspect of the job. This will include identifying, cultivating, soliciting, and stewarding current donors and new sources of support (individuals, institutions, and government); exploring earned income strategies; and planning and leading an annual fundraising event;
- Grow contributed income annually to ensure continued financial stability and meet immediate and long-term programmatic goals, in keeping with BMA's Restoration and Management Plan and its Great Green Way project;

- Maintain strong working relationships with a wide variety of stakeholders, including NYC Parks, elected officials, state and local government agencies, schools, civic institutions, and other collaborating partners;
- Increase awareness and promote BMA’s brand and public image to raise its public profile, serving as a persuasive ambassador and spokesperson for the organization;
- Serve as an advocate for the resilient, native planting horticulture that will green New York City as parks adjust to the challenges of climate change, and express the benefits of open public spaces to local communities; and
- Serve as primary spokesperson for the organization and position BMA staff and Board as expert resources for the media, City, State, and national policymakers, researchers, and others seeking models of urban horticulture, public-private partnerships, and public space renewal.

General Management

- Recruit, manage, and evaluate BMA employees;
- Maintain and update employee job descriptions and personnel policies;
- Ensure all federal, state and local taxes, filings, and regulatory requirements are completed and submitted in timely fashion;
- Prepare and monitor the annual budget, project budgets, and regular financial reports in partnership with the Board Treasurer, the Finance and Audit Committee, bookkeeper, and the auditor; and
- Ensure that day-to-day operations are efficiently organized and administered.

Programmatic Leadership

- Provide direction and oversight to BMA’s range of horticulture projects, public art installations, capital improvements, and general maintenance;
- Develop new programs that further BMA’s mission, in consultation with the Board;
- Implement the long-range Restoration and Management Plan – designed to revive the malls amidst climate change and including the initial pilot mall projects – in collaboration with the Board of Directors, the Director of Horticulture, and other key players; and
- Provide oversight to staff and Board Committees.

Board Relations

- Maintain a collaborative working relationship with BMA’s Chair, President, and Directors to ensure that governance and management are aligned;
- Engage individual Directors, helping to capitalize on their strengths and capabilities, channeling their energies toward BMA’s mission and projects;

- Implement board policies, goals, and objectives, and — in conjunction with the Chair, President, Executive Committee, and Committee chairs — collaborate in planning and managing all Board and committee meetings as required; and
- Assist in identifying, recruiting, and developing new Directors.

The ideal candidate will bring the following experience and qualifications:

- A minimum B.A. degree with executive-level management and leadership responsibility experience in nonprofit organizations or public sector offices;
- Demonstrated skills in envisioning and setting strategic direction, working collaboratively, thinking entrepreneurially, creating and implementing short-term goals and long-range plans, and seeking and obtaining buy-in from a range of constituencies;
- Success in and enthusiasm for fundraising, with an understanding of cultivating and securing support from individuals, government, institutional funders, and small businesses, as well as opportunities for earned income;
- Depth of contacts in government and experience with understanding and navigating public policy, public funding streams, and government agencies;
- Strong communications, financial management and analytic skills, combined with a record of success in motivating people;
- A proven track record as an effective communicator, including the presence and credibility to serve as an enthusiastic spokesperson for BMA;
- Media contacts and an ability to manage the press and integrate new media and social media; and
- Integrity, strength of character, and gravitas.

Personal Characteristics

- Committed to BMA’s core mission, with an informed passion for community-building through green spaces and public programs;
- Flexible but decisive, with a naturally consultative and participative management style;
- A person of integrity who engenders trust and confidence among all of BMA’s constituencies;
- A creative, charismatic, and visionary leader with the ability to bring out the best in others;
- A patient, diplomatic and skillful negotiator with an open-mind; and
- Emotionally mature, with a sense of humor and the sensitivity to work with diverse populations and personalities.

To Apply Please email a resume and cover letter describing your interest in the position to jobs@broadwaymall.org, with the subject line 'Executive Director.' References will be requested. Applications will be reviewed until the position is filled.

The Broadway Mall Association is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and organizational needs. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other characteristic protected by law.