

Flatiron NoMad Partnership

Director of Economic Development | Fall 2023

Position Title: Director of Economic Development
Reporting To: President

About the Flatiron NoMad Partnership

The Flatiron NoMad Partnership has been the Business Improvement District (BID) for the Flatiron neighborhood in Manhattan for the past 17 years, and recently expanded its service area to fully include the exciting and evolving NoMad area. The Partnership provides supplemental services including sanitation, public safety, social services, streetscape/beautification, and marketing/public programming for the neighborhood's visitors, workers, and residents. We manage the neighborhood's unique public spaces, including the Flatiron Public Plazas, and hosts events and programs throughout the year that celebrate and promote Flatiron and NoMad's dynamic businesses and experiences.

Position Overview

The Director of Economic Development plays a critical role in leading the economic data collection, analysis, reporting, and strategy for the Partnership. The Director is responsible for managing and tracking Flatiron & NoMad's office, retail, residential, and hospitality markets, as well as employment/workforce, consumer spending, real estate development, and demographic trends. Under the supervision of the President, the Director of Economic Development will elevate the Partnership's role in local economic development and business-facing support, opening new channels of collaboration and information/idea sharing with local public and private sector partners.

Economic Development & Data Tracking/Analysis

- Cultivate and lead the Partnership's local economic development strategy and key projects in cooperation with the organization's President, senior staff, Board of Directors, and stakeholders across Flatiron & NoMad.
- Track statistics and trends in the office, residential, hotel, retail, and hospitality sectors of the Flatiron & NoMad's market and ensure that all internal databases and pipelines are maintained accurately.
- Identify trends in real estate development, land-use, business & workforce statistics, and consumer/tourist spending that require Partnership initiated research projects that promote economic development, resiliency, growth, & equity in Midtown South.
- Synthesize employment, demographic, pedestrian traffic, and other trends across the district in tandem with the Partnership's Streetscape & Planning staff.
- Maintain [retail availability maps](#)/lists and prepare the Partnership's quarterly economic [reports & special trends/market reports](#), as well as developing new reports, presentations and other communications showcasing the local Flatiron & NoMad economy.
- Work closely with the marketing and communications team to answer press

- requests and prepare President, senior staff, and board members for talking points.
- Plan and implement new Partnership organized commercial office and retail tenant attraction and retention programs and events.
- Develop and maintain relationships with key stakeholders in the brokerage and real estate communities and represent the Partnership at broker events, real estate conferences, community board sessions, and other meetings.
- Work with the President and staff on annual BID assessment review and out-year strategic planning that will elevate and evaluate the Partnership's economic impact.
- Oversee consultants/vendors for special economic projects, research, and reports.

Business Engagement & Support

- Serve as the Partnership's point for gathering and synthesizing issues facing business owners and workers, including legislative and regulatory items, and formulate Partnership resources, outlets, and recommendations for addressing these concerns in a timely manner.
- Work across the Partnership's departments (particularly Marketing) to communicate information effectively and consistently about Partnership services, programs, and projects to local businesses.
- Assist in the maintenance of the Partnership's internal CRMs and public-facing databases/maps of local businesses.
- Explore collaborative initiatives with local partner institutions, government, and businesses for workforce development opportunities and targeted small business assistance.

Qualifications & Skills

- Bachelor's or Master's Degree in Planning, Public Policy, Public Administration, Real Estate, Business, Economics, or a related field and minimum 1-3 years professional experience in a relevant area.
- Advanced capability in Microsoft Office tools, programs, and apps. Proficiency in Adobe Creative Suite, (particularly InDesign), Salesforce and experience with GIS are highly desirable.
- Interest in and familiarity with the NYC real estate market, NYC public policy & planning, issues facing local business development.
- Familiarity with real estate and demographic data sources including the U.S. Census, CoStar, real estate brokerages reports, etc.
- Exceptional project management and interpersonal skills, outstanding oral and written communications skills.
- A friendly and "can-do" attitude, a willingness to learn, compassionate, and a general excitement for city life, community engagement, and/or supporting local businesses.

The Director of Economic Development position requires a regular in-person presence in Flatiron & NoMad. The position salary range is \$70,000 - \$90,000 commensurate with applicable skills and demonstrated experience. Competitive benefits package includes medical, dental, and vision insurance, 403(b), commuter benefit, Citibike Membership, as well as generous paid time off.



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To Apply

Interested candidates should send a cover letter and resume, as one PDF attachment, to president@flatironnomad.nyc with “Director of Economic Development” in the subject line.

For more information on the Flatiron NoMad Partnership, visit FlatironNoMad.nyc or [@flatironny](#) on Facebook, Twitter, or Instagram