



## The Bed-Stuy Gateway Business Improvement District

### Position: Deputy Director

#### **Organization Background:**

The Bedford-Stuyvesant Gateway Business Improvement District (Bed-Stuy Gateway BID) is the 64<sup>th</sup> of New York City's 69 BIDs. The BID is a public-private partnership which offers supplemental public services to a specified commercial area. These services along with a variety of other economic development tools help to revitalize, stimulate, and grow local businesses and improve the quality of life for residents, visitors and merchants within the community.

The Bed-Stuy Gateway BID's commercial district covers 29 blocks and 1.5 miles - East on Fulton Street from Classon Avenue to Troy Avenue and South on Nostrand Avenue from Halsey Street to Atlantic Avenue. This bustling retail corridor is home to 443 properties and 373 businesses. Easily accessible by car, train (A, C and LIRR), bus or bike. Property owners and businesses pay an assessment or fee to NYC Assessments. The following list includes areas of priority for the Bed-Stuy Gateway BID:

- Provide Supplemental Municipal Services to the Commercial District
- Business Attraction and Retention
- District Marketing and Special Events Planning
- Streetscape and Storefront Improvement
- Technical Assistance to Small Businesses
- Commercial District Advocacy

#### **Roles and Responsibilities:**

The Deputy Director will be a managing staff member of the BID and will report to and share certain management responsibilities with the Executive Director. The individual will be responsible for BID programs and services, and responding to member issues and concerns, with the goal of improving the business climate and overall conditions in the district.

#### **Essential Duties and Responsibilities**

Specific responsibilities may include:

- Acting as the principal point of contact for the district's merchants, tenants, and property owners;
- Day to day manager of the BID office including maintenance and compliance with all business records and contract documents;
- Ensuring timely payment of vendors and other service providers;
- Collecting, cataloguing, and resolving constituent concerns and complaints;
- Assessing District needs, concerns and issues and communicating these to the appropriate decision makers;
- Advocating on behalf of the District and resolving service delivery problems;
- Collection, analysis, and management of data related to BID programs and operations;
- Serves as Business Analyst for project and program development – responsible for thorough and accurate research, projections and processes to achieve BID goals;

- Works with the Executive Director to manage and monitor the BID's Financial Management and related systems and processes;
- Supports the Executive Director arranging for the delivery of services in the following areas: advertising, marketing, fundraising, special events, and streetscape and capital improvements;
- Plays a key role in the development, management, and maintenance of the BID's Social Media Platforms (i.e., Facebook, Twitter, Instagram, etc...);
- Works with the Executive Director and the BID's Advertising and Marketing Committee to develop Advertising and Marketing initiatives and concepts to promote the BID and its members;
- Work with Executive Director to insure compliance with all contracts;
- Working with Executive Director to prepare and assure adherence to plans and budgets, maintaining organizational records, and providing the Board and Executive Director with scheduled and periodic management reports, operating statements, and cost and program analyses;
- Assists in the development and execution of external communication plans;
- Other duties as required;

**Qualifications:**

Qualified Candidate will have the following skills and qualifications:

- Professional and friendly with excellent verbal and written communications skills
- Knowledgeable in small business practices and the roles BIDs play in assisting local businesses and property owners
- Entrepreneurial and creative, with a strong team spirit
- Bachelor's Degree, preferably Master's Degree at least 6 years' experience in business management, business assistance, economic development, retail management, urban planning, operations assistance or related function
- Salary commensurate with experience and education

The following skills or characteristics are not required but are highly desirable:

- Proficiency in the use of ArcGIS mapping software
- Proficiency with Quickbooks and Excel Financial Accounting software packages
- Proficiency in database creation and management
- Graphic design skills using Microsoft Publisher and Adobe Photoshop
- Skills in real estate property information research
- Familiarity with economic development issues in Central Brooklyn
- Familiarity with Bedford –Stuyvesant

---

*Bedford-Stuyvesant Gateway (Bed-Stuy) is located in central Brooklyn. A growing and culturally diverse mix of businesses, and home to residents enjoying a rich culture, housed in historic brownstones. Families, artists, entrepreneurs, community advocates, non-profits and arts organizations proudly call Bedford Stuyvesant, Brooklyn "home."*