

The East Williamsburg
AvenueNYC Collaborative



Program Manager, Commercial District Revitalization

Organization(s) Descriptions:

Grand Street BID & Graham Avenue BID

These two neighboring Business Improvement Districts (BID), located in East Williamsburg are nonprofit (501)(c)3 economic development organizations, focused on creating vibrant commercial districts and improving the quality of life for their respective communities. The Grand Street BID is a six-block neighborhood commercial corridor along Grand Street from Union to Bushwick Avenues in East Williamsburg, Brooklyn. The Graham Ave BID is a eight-block neighborhood commercial corridor along Graham Avenue Street from Boerum to Broadway and the adjoining side streets of Moore, Debevoise, and Cook St. Both BIDs provide supplemental services including: sidewalk cleaning and graffiti removal (sanitation); district marketing and special events aimed at attracting residents and visitors to the district; placemaking; business attraction and retention; and district beautification with the goal of creating inclusive, cohesive districts that are well-programmed, inviting, and visible.

Job Description:

The Commercial District Revitalization Program Manager will help the Grand Street BID and Graham Avenue BIDs develop, design, and deliver commercial revitalization programs and services as part of their three-year Avenue NYC Commercial Revitalization grant funded by the New York City Department of Small Businesses Services (SBS). Avenue NYC grants strengthen community-based development organizations (CBDOS) to carry out commercial revitalization programs in low- and moderate-income (LMI) communities. The Program Manager will be responsible for leading an established commercial district needs assessment process in the relevant commercial corridor(s) and spearheading a process to analyze the data collected through the needs assessment and engage community stakeholders. Following the completion of the needs assessment, the Program Manager will work in partnership with the organization's leadership to develop and implement various commercial revitalization projects that will address the needs identified by the assessment. The Program Manager will be part of a cohort of other Avenue NYC grant-funded program managers dedicated to executing commercial revitalization programs in commercial districts across New York City.

The position is full-time and will report to the BID Executive Directors. Applicants must be available to begin work by August 25th, 2025. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States.

*Responsibilities include but are not limited to:

- Assess neighborhood conditions and needs by gathering and analyzing commercial district data through a rigorous district needs assessment process;
- Develop communication materials for local businesses, residents, and other stakeholders highlighting events or relevant services and programs;
- Facilitate conversations with a wide range of stakeholders on a range of complex issues and projects that impact the East Williamsburg community;
- Plan, develop, implement and evaluate commercial revitalization programs serving East Williamsburg, including but not limited to merchant organizing and engagement, business support and retention, public space activation and management, and commercial district marketing and promotion;
- Build community partnerships through meetings and attendance at community events, including; special events, precinct council meetings, community board meetings;
- Engage community stakeholders and partner organizations in designated commercial corridor survey efforts;

The East Williamsburg
AvenueNYC Collaborative



- Track and measure program metrics and impact;
- Participate in a series of cohort trainings focused on professional development and commercial revitalization best practices;
- Liaise regularly with multiple City agencies including SBS, NYCHA, DOT, FDNY, NYPD, DSNY, and others to leverage resources and acquire the necessary support for projects and initiatives;
- Connect local stakeholders to additional economic development resources offered by the City of New York;
- Other tasks as assigned.

Minimum Qualifications:

The ideal candidate will effectively demonstrate:

- Two or more years of experience with commercial revitalization, community nonprofits, community-based planning and organizing, and/or neighborhood development issues;
- Familiarity with East Williamsburg
- Commitment to engaging diverse constituents in low- and moderate-income communities; interest in understanding the different perspectives and needs of diverse community stakeholders.
- Strong aptitude for interpreting data and data trends;
- Demonstrated ability to develop and maintain strong relationships with governmental agencies, elected officials, non-profit organizations and other community groups;
- Ability to coordinate and manage multiple tasks and projects simultaneously, and provide timely and clear updates to supervisors;
- Ability to work in an organized, efficient manner with a high level of accuracy, attention to detail, and follow-through;
- Ability to complete tasks and projects with tight deadlines;
- Demonstrated passion and commitment to creating and maintaining strong, vibrant neighborhoods and commercial corridors;
- Flexible schedule with the ability to work some weekends and evenings, if needed;
- High level of proficiency in Microsoft Office applications, including Word, Excel and PowerPoint;

Preferred Skills:

- Bi-lingual English-Spanish preferred;
- Knowledge of successful community organizing, consensus and coalition building techniques and best practices;
- Experience with and knowledge of quantitative/qualitative data analysis, digital/social media marketing and campaigns;
- Familiarity with Adobe Creative Suite, ArcGIS.

Desired Qualifications:

1. A baccalaureate degree from an accredited college or university and a minimum of two years of full-time experience in one or more of the following fields: urban planning, community organizing, public administration, project management; real estate
2. An associate degree from an accredited college or university and a minimum of three years of full-time experience in one of the above fields;
3. Education and/or experience equivalent to "1" or "2" above.

Compensation:

Salary range: \$64,000 to \$71,000 annually (commensurate with experience), plus benefits.

The East Williamsburg
AvenueNYC Collaborative



How to Apply:

Submit the following documents to info@grandstreetbk.org . Please write **“Commercial District Revitalization Program Manager”** in the subject line, and submit all documents as PDFs:

- Resume
- Cover letter
- Writing sample (ie report, article, proposal, portfolio, etc.)

Application deadline: **Sunday, July 27, 2025**

Only applicants under consideration will be contacted. No phone calls please.