



Executive Director  
Job Description

About the Soho Broadway Initiative

The Soho Broadway Initiative (SBI) is the business improvement district that manages the Soho Broadway district from Houston to Canal Street. SBI seeks to foster a unique, vibrant, mixed-use district with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements. The Initiative achieves this mission through our four major services areas: sidewalk cleaning and maintenance, quality of life and public safety, community development and advocacy.

Position

The Board of Directors is seeking an Executive Director who can lead the organization across its four major service areas. This individual will work with the 20 member board composed of 10 residential property owners/tenant shareholders and 10 commercial property owners/tenant shareholders as well as non-voting board members (e.g., elected officials and a community board appointee) on programs and initiatives that reflect the organization's strategy and mission. The Executive Director will also work with and manage a small staff of professionals, consultants and contractors and oversee the organization's office and personnel.

The Executive Director must be able to navigate and work effectively with a diverse group of stakeholders including commercial/residential property owners, retail businesses, residents, advocacy groups and governmental agencies. This individual must advocate on behalf of both commercial and residential interests and be skilled at problem solving and negotiating.

The Executive Director will be expected to seamlessly continue and improve on SBI's work in its 4 major service areas. The Executive Director will also develop and establish additional programs to cement Soho's identity as a world class art and fashion retail destination.

### Responsibilities

The Executive Director acts as the principal officer of the SoHo Broadway Initiative and is responsible for the overall administration, financial management, and day-to-day activities of the organization. The Executive Director provides leadership and expertise. The Executive Director reports to the Board of Directors and is expected to work with the Board and its Committees to develop sound work plans which translate the organization's core purpose and vision into realistic goals, objectives and achievements.

The Executive Director is also expected to be highly skilled in the following areas:

#### Member Services

- Engage businesses and residents within and around the district about the SBI's presence, goals and initiatives on a regular basis
- Identify, understand and address needs of businesses and residents
- Maintain an active database of all business (retail, commercial, landlords) and residents

#### Community, Business and Stakeholder Engagement

- Advocate and serve as spokesperson and liaison on behalf of the organization to government representatives and agencies, as well as other community and professional organizations
- Cultivate and maintain effective relationships with businesses, residents, property owners, public officials, community leaders and the media
- Actively engage district members to gain maximum participation in organization's activities
- Stay abreast of all issues affecting BID area and surrounding neighborhoods

#### Board Meetings and Engagement

- Organize and facilitate meetings of the membership at the annual meeting, quarterly meeting of the Board, any committees of the Board and other meetings or gatherings
- Engage with board members on important issues and ensure board members are fully apprised of fiduciary matters and obligations
- Ensure meetings and voting process meets BID bylaw requirements

#### Programs, Events and Marketing Communications

- Direct, manage and oversee all communications, including prompt replies to all district member inquiries, general public and media requests, quarterly newsletters, website and social media
- Work with staff on the development and execution of district wide programs and events through marketing, PR, SBI website, email distribution and

## social media

### Staff Management, Administration and Finance

- Prepare and recommend an annual plan and a fiscally responsible operating budget of \$1M focused on SBI's core services
- Stay within budget and assure adherence to approved plans, maintain all organizational records and provide the Board with periodic management reports, operating statements and cost and program analyses
- Seek out methods to continuously improve the efficiency and effectiveness of the organization and its programs and continuously find additional revenue sources through grant funding, sponsorships, corporations and foundations
- Manage the administration of the organization, ensuring compliance with the organization's by-laws, policies and procedures, contractual obligations and public entities such as SBS
- Direct, manage and oversee (and hire if there are vacancies) the performance of the Director of Planning and Community Engagement and the Director of the Community Affairs and Operations

### Qualification Requirements:

The ideal candidate must have an understanding of BIDs and their role in New York City and the political landscape. A highly energetic, creative self-starter who has significant project management experience, and is well-organized and capable of functioning effectively in challenging situations would be well suited for this position. Excellent verbal and communication skills are essential, as is good judgment.

- A Bachelor's degree is required and a Master's degree in a related field is preferred.
- Minimum of 5 years of experience working in some combination of the following areas: government, public policy, politics, real estate, economic development, architecture, or urban planning.
- Leadership experience in the public, private or nonprofit sectors and success in strategic planning and problem-solving.
- Substantive administrative, contract-management and financial management experience with strong organizational skills and ability to prioritize projects to meet required deadlines
- Excellent computer skills (minimum Word and Excel); GIS and graphics software and Quickbooks is a plus, as well as experience in social media.
- Ability to develop, maintain, and strengthen relationships with others

inside and outside of the organization who can provide information, assistance and support. Stakeholders with a shared interest in the BID may include: real estate developers, property owners, neighborhood residents, community boards, advocacy groups, elected officials, government agencies, and not-for-profit organizations.

Hours: The position is a full-time position, expected to work 5 days per week, primarily at the organization's office.

Compensation: \$135,000-\$150,000+ (commensurate with experience)

Benefits: Employer provided benefits including paid time off (paid vacation [20 days], sick [5 days] and all current federal holidays) and is eligible to enroll in current fringe benefits offered to full time employees (health/dental/vision insurance, life insurance, FSA, transit checks, etc.).

How to Apply: Send a resume and cover letter to [sbi.exec.dir.resumes@gmail.com](mailto:sbi.exec.dir.resumes@gmail.com)

SoHo Broadway is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.