

EXECUTIVE DIRECTOR

BACKGROUND: The East Passyunk Avenue Business Improvement District (EPABID) is one of 15 Business Improvement Districts in Philadelphia. Founded in 2002, the EPABID has helped to lead the revitalization of East Passyunk Avenue (EPA) into a regional dining and shopping destination. The EPABID serves 270 commercial properties and 200 businesses. In 2024, the EPABID will be seeking its regular five-year reauthorization.

SUMMARY: The Executive Director will be responsible for the overall administration, financial management, event programming, and day-to-day activities of the BID. The position reports to the EPABID Board of Directors and within budget guidelines will hire, train, and direct part-time staff members. In addition, within budget guidelines, on an as-needed basis the Director will contract with and manage support in the areas of public relations, marketing and branding, website development, market analysis research, public space enhancements, and accounting.

DUTIES INCLUDE BUT ARE NOT LIMITED TO:

- Develop relationships with the EPABID's property and business owners and stakeholders including public and elected officials, foundations and funders, destination marketing organizations, and local civic groups representatives.
- Process and bill annual property assessments; process and send past-due reminders; and process liens on delinquent properties.
- Develop and implement marketing strategies to showcase EPA businesses, available vacant property, and the unique characteristics of EPA to help existing businesses thrive and attract new businesses.
- Develop, in consultation with the Board, annual budgets and long-range plans. Report budget performance to the Board monthly and annually.
- Create and design, in consultation with businesses and with Board approval, special events to showcase EPA.
- Manage all special events including creation and distribution of all promotional material and advertisements; provide content for press releases; schedule entertainment and facilitate logistics; hire event staff and solicit event volunteers and manage their assignments; secure all necessary government permits and coordinate with municipal offices and police and

emergency services; solicit and coordinate with sponsors; solicit and organize vendors; and handle all “day of” management.

- Evaluate existing special events and in consultation with the Promotions Committee and Board approval make changes where needed.
- Identify and gain approval and financing for small and large capital improvements, maintenance improvements and enhancements.
- Manage EPABID’s Façade Program and assist businesses with the City’s Storefront Improvement Program, The Merchants Fund, and all other grant and loan programs that can benefit EPABID’s businesses.
- Represent the BID in meetings with the BID Alliance, Commerce Department, and the City to learn about programs that could benefit EPABID’s businesses.
- Schedule and attend all Promotions Committee, Restaurant Owner's/Chef's gatherings , and Board meetings.
- Conduct concierge outreach and tourism related tours as needed.
- Manage website and all social media for event pages and business listings.
- Create, produce, and distribute all Newsletters.
- Advocate, as a spokesperson, for EPA in all forums, media channels, and wherever and whenever appropriate.

QUALIFICATIONS:

Successful candidates will be self-motivated, creative, energetic, and will demonstrate passion, integrity, and a positive attitude. The strongest candidate will have demonstrated success working with small business communities, real estate developers, government agencies, and Boards of Directors. A Bachelor’s Degree is preferred. Preferred candidates shall live within a reasonable radius to commute to the position.

SPECIFIC REQUIREMENTS:

- Meaningful experience with event planning and management.
- Experience in or meaningful exposure to government agencies especially those involved with approving events.
- Strong decision-making and analytical skills.

- Proven experience managing multiple short and long-range projects simultaneously.
- Financial management experience with strong organizational skills.
- Excellent computer skills (minimum Word, Excel, and QuickBooks) and experience with social media.
- Ability to develop, maintain, and strengthen relationships with stakeholders who can provide information, assistance, conflict resolution and support, including property and business owners, real estate developers, neighborhood residents, community boards, advocacy groups, elected officials, government agencies, and non-profit organizations.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:

Work involves light work in an office setting, out in the community or at project locations. There will be occasional needs to stand, stoop, sit, lift objects (up to 50 pounds), and perform similar other actions during the day. There is significant walking, especially during events, over the route of East Passyunk Avenue. While hybrid work is available at the approval of the Board of Directors, a successful Executive Director must be accessible in the physical office and on the avenue interacting with businesses and property owners.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.

ESSENTIAL FUNCTIONS:

Essential functions, as defined under the Americans with Disabilities Act, may include the above referenced tasks, knowledge skills, and other characteristics. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks to be performed by incumbents of this class.

EQUAL OPPORTUNITY EMPLOYER:

The East Passyunk Business Improvement District provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any

type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

COMPENSATION AND BENEFITS:

The EPABID is offering a starting salary of \$75,000/year. Paid Time Off (PTO) will be considered as an additional benefit and a capped health insurance reimbursement per year.

SUBMISSION DEADLINE:

Please send a cover letter including how your experience will benefit the Business Improvement District, salary and other requirements, resume, and three references to president@visiteastpassyunk.com with "Executive Director Position" in the subject line.

All documents must be received no later than Friday, May 15, 2024; however early submission is appreciated. The EPABID is looking to fill the position as soon as possible.

For more information on the EPABID, please visit www.visiteastpassyunk.com