



**JOB ANNOUNCEMENT
Executive Director**

OVERVIEW

The North Shattuck Association is seeking a dynamic Executive Director to provide district management services in the historic North Berkeley commercial area, known for its pioneering culinary, artisan and cooperative businesses. The position reports to a non-profit Board of Directors of business and property owners, and engages with the membership on developing and implementing the annual work program. The Director acts independently to coordinate operations of the non-profit Association, including communications, contract administration, budgeting and coordination of programs and activities, and development of relations with business and property owners, the City of Berkeley, elected officials, and outside groups and agencies.

A core responsibility is oversight of area maintenance services and landscaping improvements, along with beautification programs to enhance the physical environment and create a sense of place such as banners, public art, murals, median improvements, holiday lighting, etc. To enhance the image of the district and promote business activity, the Director designs and implements marketing and promotion strategies that capitalize on the unique aspects of the area, including advertising, social media, holiday promotions, and special events such as the annual Chocolate and Chalk Art Festival and the Taste of North Berkeley food and wine walk.

ORGANIZATION BACKGROUND

The North Shattuck Business Improvement District (NSBID) is a special benefit district initially formed in 2001 and renewed in 2021 for another 10-year period to fund implementation of a management plan formulated to enhance the economic vitality and business environment in the North Shattuck commercial area under provisions of the State of California Property and Business Improvement District Law of 1994. The annual assessments generated by the 54 commercial properties bounded by Rose St. on the north, Delaware St. on the south, and taking in the block of Vine east of Shattuck Ave. fund special benefits within the district's boundaries including streetscape and public improvements, ongoing maintenance of public areas and landscaping, marketing and promotion including special events to attract new customers and visitors, business retention and attraction efforts, and increased advocacy to address safety and security issues. The NSBID is managed by the non-profit North Shattuck Association, whose Board of Directors and Executive Director coordinate implementation of the Management Plan under contract with the City of Berkeley.

SCOPE OF WORK

Administration/Program Management/Advocacy

- Oversee day to day operations of the Association and development of annual work plans, budgets and reports, service contracts, financial records and tax returns.
- Prepare agendas and hold regular meetings of the Board of Directors and biannual Directors elections. Recruit new Board members as needed.

- Conduct property owner and business outreach and hold quarterly meetings of the general membership to gain input on programs and policy changes and provide updates on small business issues.
- Implementation of programs and activities including contract negotiation and management, development of productive working relationships and coordination with City departments, elected officials and outside groups and agencies.
- Prepare correspondence, letters of support, and grant applications and make presentations and written reports to the City of Berkeley and other agencies.
- Liaison with the City of Berkeley, Chamber of Commerce, and Berkeley Business District Network on citywide small business issues and promotions. Participate and represent the Association at business and community events.
- Respond to business education/assistance needs and assist businesses and property owners with permits, licenses and access to available business financial and technical services through the City and local agencies, etc.
- Maintain inventory and lease information for vacant retail and office space in the district, and liaison with City and commercial brokers to attract and assist new businesses.

Marketing/District Identity/Placemaking

- Develop and implement marketing and promotions strategies including designer/consultant selections, design processes, budgeting, and advertising placements.
- Maintain a regular social media presence promoting business activities and events, produce a bi-monthly e-newsletter, and update the district website with current business information and upcoming classes, special events, etc.
- Coordinate public relations for the district and special events including press releases and editorial content on commercial and retail developments in the area.
- Integrate existing businesses into special events and marketing campaigns through various means, including sponsorship, participation, promotional tie-ins, etc.
- Assist businesses in hosting special events and entertainment, including permits and road closures, marketing, etc.
- Coordinate annual special events with event producers and non-profit partners including the Chocolate & Chalk Art Festival, the “Taste of North Berkeley” food and wine walk, Winter Festival, and the Thirsty Thursday summer series at the North Berkeley Farmers Market.
- Strengthen the physical environment and sense of place with banners, public art, landscaping improvements, and annual winter holiday street tree lighting, etc.

Maintenance/Beautification/Civil Sidewalks

- Provide ongoing maintenance monitoring, needs assessment, and coordination with appropriate city departments and contractors on service needs and public improvement projects including bicycle racks/facilities placement, street tree replacements and median landscaping, etc.
- Oversee contract services for regular sidewalk cleaning, landscaping and special projects and coordinate volunteer work by the Streets Team and other organizations.
- Conceptualize and Investigate partnerships and grant funding opportunities for projects and programs towards median improvement, public art, pedestrian safety, and improved bike facilities.
- Identify and address security and safety issues working with district Safety Ambassadors, the City of Berkeley and Berkeley Police Department.

PREFERRED EXPERIENCE & SKILLS

The ideal candidate will be a dynamic self-starter with demonstrated management and professional work experience in, or exposure to, a variety of areas that include but not be limited to: economic development, non-profit management, program development, budgeting and finance, marketing and advertising, event planning, public relations, business administration, and fundraising/grant proposal writing.

The Executive Director must have a professional demeanor that is communicative, entrepreneurial, energetic, imaginative, well-organized, and accountable to local stakeholders. The ideal candidate will have excellent verbal and written communication, organizational, and project management skills. Strong computer skills and experience working with social media, e-newsletter, accounting, graphics and survey programs including proficiency with Microsoft Office and Quickbooks, are essential.

Education and Experience Requirements include a Bachelor's degree from an accredited four-year college or university with coursework in economic development, community development/planning, public administration, business or nonprofit management, real estate development, marketing, or a related field, and three (3) years of progressively responsible experience in one or a combination of the above-referenced fields. Knowledge of city planning administration, local economic development processes, and business improvement districts is preferred.

POSITION DETAILS

The scope of work requires approximately 1500 hours of service annually, including evening and weekend meetings and events. Candidate must be able to work a flexible schedule, including some nights and weekends, and to travel to Association office, local events, and meetings as needed. Remote work and meetings are allowed, but the candidate must be able to maintain high visibility in the district. The Association has an office space in the district available for work and meetings with copier and desktop computer, and a separate storage space with tents, tables, and other event equipment. Both are managed by the Executive Director, who is responsible for street event or Association booth set-up, including arranging moving of equipment, signage, etc.

Annual compensation is \$60,000 to \$80,000, depending on experience and classification, and will be paid in equal monthly installments upon billing. The Executive Director currently serves as an independent contractor. Firms or teams will also be considered.

To apply, please send a resume, cover letter and 3 professional references to info@northshattuck.org. Applicants will be contacted for interviews with the Board of Directors for a projected May 2023 start date.