



# Central Avenue

## SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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### JOB OPENING

<b>Date:</b>	March 2020
<b>Title:</b>	Executive Director
<b>Employment Type:</b>	Full-Time ( <i>Contracted or Salary</i> )
<b>Compensation Range:</b>	\$40,000 - \$45,000
<b>Industry:</b>	Non-Profit Organization (Private/ Public Partnership)
<b>Location:</b>	Central Avenue SID, Jersey City, New Jersey
<b>Report to:</b>	Board of Trustees of the Corporation

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### **Organization**

The Central Avenue Special Improvement District Management Corporation is a small not-for-profit organization founded in 1992 by commercial property and business owners to manage the needs of the geographic area known as the Central Avenue Special Improvement District. As the first Improvement District in Jersey City, CASID functions as a public/ private partnership between City officials and private stakeholders to supplement, not substitute, government services. Such services include administration, marketing, government and public affairs, and managing public space. The CASID has nearly 450 members within the organization and is governed by a nine (9) member board.

### **Mission**

The CASID was established to improve and preserve the traditional main street community in the “heart” of the Jersey City Heights (Central Avenue between Manhattan Avenue and North Street). Its mission is to make the district a center for shopping, dining, working and living. It works to engage stakeholders, drive collective decision making, and supplement services to the district.

### **Job Summary:**

The Executive Director reports directly to CASID Board of Trustees and is charged with implementing the goals, policies, and collective decisions made by the organization. The Executive Director is responsible for the overall administration, financial management, and day-to-day activities of the CASID as outlined below.

### **Responsibilities:**

The Executive Director’s responsibilities include, but not limited to:

*Administration*

- Manage the Central Avenue SID.
- Attend board meetings and special meetings of the CASID as required.
- Initiate, execute, and assist in the preparation of agendas, notices, minutes, and special meetings.
- Perform routine administrative and clerical tasks for the organization.
- Assists in budget preparation and maintain records of subsequent budgetary expenditures.
- Performs purchasing tasks by contacting vendors, preparing and typing Request for Quotes and Proposals, approving invoices for payment and maintaining records of purchases.

### *Marketing*

- Develop, implement, and evaluate marketing programs, creative placemaking initiatives, special events and promotions for CASID area businesses.
- Project management of all events and initiatives.
- Market and promote the CASID in local and area media outlets.
- Craft press releases, brochures, newsletters, flyers, and presentations.

### *Government/ Public Affairs*

- Maintain liaison with local, state, and other governmental agencies.
- Serve as a liaison between the CASID and the community, acting as the primary source of information and service for stakeholders within the District. Meet often with business and property owners to help build and maintain the organization's brand.
- Provide constituent services to corporation members as it affects the general interest of the district.

### **Qualifications:**

- BA or BS degree in communications, marketing, or relevant field is required.
- Related work experience in the field of not-for-profit organizations, government, real estate, and/ or small businesses is preferred.
- Highly organized and energetic self-starter who is open-minded, creative and able to make connections with a diverse and passionate group of stakeholders.
- Strong project management ability, particularly with diverse stakeholders.
- Basic working knowledge of Robert's Rules, general committee structures and operations.
- Proficient in Microsoft Office, particularly Outlook, Word, Excel, and PowerPoint.
- Experience with Adobe Illustrator, Photoshop or similar software.
- Experienced with building content and managing social media including Facebook, Twitter, and Instagram.
- Knowledgeable with marketing strategies, media relations, print production, graphic design, and digital marketing.
- Ability to set priorities and meet deadlines while balancing multiple projects.
- Excellent oral communications, customer service, business and creative writing skills.
- Strategic thinker, progressive problem solver, and the ability adapt to change.
- Flexible schedule: must be able to work on some weekends, evenings and mornings as necessary.
- Bi-lingual: English and Spanish fluency a plus.
- Able to work in a fast-past environment.

CASID is an equal opportunity employer. Salary will be commensurate with experience. To apply, please submit a resume and cover letter on or before April 3, 2020. Email the documents, in PDF format to [career@CentralAveSID.org](mailto:career@CentralAveSID.org). Use the subject line "Executive Director Position" Only those candidates who are being considered will be contacted. Start date is April 6<sup>th</sup> but is negotiable. Please do not contact the CASID office directly regarding this employment opportunity.