



Telegraph Business Improvement District Job Description, Executive Director

Overview

The Telegraph Business Improvement District (TBID) is seeking an Executive Director to lead an inspiring collaborative program to strengthen and revitalize the storied Telegraph District. This is a full-time position functioning as the manager, coordinating all aspects of the organization and work program, and reporting directly to the Telegraph Berkeley Business Improvement District Board of Directors. The organization's activities include cleaning and hospitality, marketing, maintenance, advocacy, and other essential services and special projects. The Executive Director is also responsible for developing and leading the TBID's effort to market and attract new customers and business to the district.

Organization Background

The Telegraph Business Improvement District was founded in 1998 to promote the economic vitality of the Telegraph commercial district in Berkeley, California; it was most recently renewed for a ten year period on May 2, 2017. The TBID is funded primarily by special assessments of property owners within the district. The business improvement district (BID) is incorporated as a separate private, nonprofit (501-C4) membership organization. For more information visit www.telegraphberkeley.org.

Minimum qualifications

The ideal candidate is a creative, energetic, positive, self-directed professional with a proven track record of leadership, completing projects, fundraising for community improvements, engaging and establishing effective outcome-oriented partnerships with diverse constituencies (e.g., merchants, students, residents, community leaders, elected officials, city and university departments, etc.).

Minimum qualifications include:

- Bachelor's degree from an accredited college or university with major coursework in public administration, business administration, urban planning, marketing or a related field.
- A proven track record in community building and collaborative partnerships designed to improve neighborhoods.
- A combination of experience in: economic development, public relations, design, planning, business administration, public administration, nonprofit administration and/or small business development.
- Effective time management and organizational skills with the ability to prioritize multiple tasks in a fast-paced environment; capable of functioning effectively in an independent environment.

Preferred skills

- Trustworthy, exercising good morals, ethics and judgment.
- Energetic and imaginative with ability to inspire and motivate, coach, develop teams, and set and achieve strategic objectives.
- Possess the ability to work transparently and constructively with a wide and diverse range of stakeholders.
- Strong marketing, public relations, press relations, event planning, and fundraising skills with the proven ability to engage a wide range of stakeholders.

- Entrepreneurial mindset and a focus on bringing new businesses that can boost the district as a whole.
- Strong community building or community organizing experience and is comfortable working with diverse constituencies.
- Excellent computer skills including word processing, spreadsheets, and internet applications such as online newsletters and contact management software. Experience in GIS, accounting software and/or design software is a plus.
- Able to work with a non-traditional/flexible schedule (including some weekends and evenings).
- Ability to manage operational budgeting, administrative office procedures, non-profit board requirements.
- Experience working with or serving on a board of directors.

Duties

Vision and Mission

- Help articulate and refine the TBID's vision and mission for the district and strategies for fulfillment.
- Work closely with the board of directors to formulate and implement strategic goals with respect to marketing, outreach, organizational growth, contracts and new programs.
- Develop and implement streetscape and beautification initiatives, capital projects, and other special projects to increase economic vitality in the district.

For your reference, the vision and mission of the TBID along with a link to the 2018 TBID Strategic Plan is printed below.

The mission of the TBID is: **The Telegraph Business Improvement District works to build a dynamic and inclusive community that works together to improve the pedestrian environment; keep the streets safe and clean; support local businesses, residents and non-profits; nurture urban innovation that is sustainable, attractive, and inclusive; and relish its prime location in Berkeley adjacent to the best public university in the world.**

The vision of the TBID is: **Berkeley's iconic Telegraph Avenue is a world-renowned destination known for its stellar shops, broad range of inviting dining offerings, opportunities to engage with unique urban initiatives, rich legacy of ideas and culture, and entertainment options, all of which entice students, neighbors, and visitors to enjoy time in the District and to return often. Safe and clean walkways, vendors selling quality handmade crafts, beautiful public art, easeful public and bicycle transportation and rational vehicle parking are integral to its appeal.**

The TBID Strategic Plan (2018) is available for download here:

<https://www.telegraphberkeley.org/about-us/tbid-documents-and-forms/>

Marketing and Fundraising

- Raise funds from grantors and private partners.
- Communicate with district stakeholders and the broad spectrum of people who frequent the Telegraph area. Cultivate relationships with businesses and property owners within the district to ensure that their needs are met; maximize their engagement with the TBID and the district.
- Provide oversight and support for events put on by TBID and partners.
- Actively market the district in various ways including social media, TBID's website, email and print.

Administration

- Assist in implementation of the BID renewal campaign.
- Select and manage staff, interns, volunteers and contractors.
- Oversee implementation of the TBID's management plan and compliance with bylaws and the Brown Act.
- Track and document all assets, liabilities, income and expenditures.
- Support the Block by Block Operations Manager and team to provide cleaning and hospitality services.
- Act as a liaison with the City of Berkeley regarding TBID finances, contracting and administration.
- Upgrade and maintain core organizational infrastructure, including a comprehensive contact database.
- Produce any reports or documentation required by the City of Berkeley or other funders.

Community Building & Advocacy

- *Work with board and staff to build support for the TBID efforts to improve the District among neighborhood groups and public agency partners (e.g., City, Campus, etc.).*
- Represent the district—including its businesses, property owners, residents, and other stakeholders—at public meetings and forums and to members of the media.
- Work with others to address street safety and quality of life issues in the Telegraph district.

Compensation

Salary depends on experience. The Telegraph Business Improvement District offers a generous benefits package including medical/dental insurance and paid vacation, holidays and sick leave.

To apply for this position please e-mail your resume and cover letter to tbidapplications@gmail.com.

For best consideration please submit your application by 5pm on January 19, 2020.

Telegraph Business Improvement District is an equal opportunity employer.