



Executive Director

Madison's Central Business Improvement District

About the Job

The Executive Director implements the mission of the Madison's Central Business Improvement District and provides leadership within the organization and throughout the greater State Street and Capitol Square areas. This role promotes a strong economy and high quality of life, focusing on economic development, marketing, tourism, and advocacy. The Executive Director nurtures strong relationships with its Board of Directors, members, the City of Madison, and its partners. The Executive Director is responsible for the growth and leadership of the organization and manages its day-to-day operations.

Day-to-day operations include marketing the district as a retail, dining, and entertainment destination; producing programs and special events; creating a welcoming environment, and representing the district to the community. To that end, the Executive Director must understand issues confronting downtown small business owners, property owners, public agencies, and community organizations. The position involves reporting to a 19-member board and being accountable to 100+ property owners and 350+ business owners. This position is required to attend meetings and events on evenings and weekends.

Primary Duties and Responsibilities

Administration and Leadership:

- Administer, evaluate, and develop the BID's programs and services.
- Organize and manage the recertification process of the BID every five years.
- Prepare and recommend an annual plan and operating budgets to the Board and City of Madison for approval.
- Assure adherence to annual plans, maintain all organizational records, and provide the Board of Directors with management reports, operating statements, and cost and program analysis.
- Secure approximately 30% of the organization's operating budget through advertising, event sales, and marketing sponsorships.
- Represent the BID in areas such as downtown road construction, safety, events and street closures, city mall maintenance, and other areas.
- Lead staff to support the Board of Directors and its subcommittees.
- Ensure compliance with government committee policies and procedures with respect to the BID Board.

- Oversight of BID operating budget and management of financial operations, including reconciling BID financials with the City of Madison processes and reports and with Madison Improvement Alliance internal processes.
- Work with BID's parent entity, Madison Improvement Alliance Inc., on HR, budget, insurance, and other administrative activities as needed.
- Manage BID Staff of 1-10 people.

Place Marking and Marketing

- Promote the members of the BID collectively to multiple market segments using the BID's website, social media, paid advertisement, generation of positive publicity, and other methods.
- Responsible for securing financial sponsors for various BID events and programs.
- Ensure agreed-upon services, recognition and media exposure are delivered.
- Execute, review, and continuously improve marketing programs, public relations strategies, and public programs and events.
- Coordinate with staff and consultants to periodically update and optimize the BID's existing website and manage all social media campaigns.

Events Management

- Oversee the management of the BID's current events, including Madison Night Market, Shine On, Lunchtime Live, Downtown Lunar New Year, and others.
- Ensure the events listed in the BID's Annual Operating Plan are delivered per contract with the City of Madison.
- Develop and coordinate new events that drive traffic to Downtown Madison.
- Work and support other groups having events in the BID that promote downtown Madison.
- Responsible for securing financial sponsorship for various BID events and programs. Also, ensure agreed services, recognition and media exposure are delivered to sponsors.

Coalition Building & Partner/Member Relations

- Coordinate communication functions, including responding to BID members, media, and other inquiries and writing weekly newsletters, member bulletins, and other reports.
- Represent BID Board, member businesses, and property owners on various committees, associations, and programs.
- Work with the larger community of downtown stakeholders as the representative of the BID on various collaborative efforts to promote downtown Madison.

Qualifications

The ideal candidate will be an energetic, creative self-starter with a proven track record of leading an organization for three years or more. Prior management experience, a working knowledge of standard administrative and accounting practices, and exceptional verbal and written communication skills are required. Experience in marketing, place making, sales and securing financial sponsorships, activation of urban spaces, business revitalization, and public administration and/or prior BID, Main Street Program, or business organization experience preferred. Bachelor's degree preferred.

Salary: \$73,000-\$80,000, commensurate with experience
Benefits include health, dental, 401k, generous PTO and other benefits

To Apply

Please send a cover letter, resume and 2-3 references via email to:

Personnel Committee
c/o Madison Central Business Improvement District.
chair@visitdowntownmadison.com

Application deadline: March 17, 2023

Work involves sedentary to light work in an office setting, out in the community, or at event locations, which can involve walking to event locations, lifting objects up to 25 pounds, and other similar actions during the workday.

For more information on Madison's Central Business Improvement District (BID), go to <http://www.visitdowntownmadison.com>.

Madison's Central Business Improvement District is an equal-opportunity employer committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment 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.