

Executive Director

Charleston Downtown Alliance – King Street Business Improvement District

About the Job

The Executive Director implements the mission of the Charleston Downtown Alliance – King Street Business Improvement District and provides leadership within the organization and throughout the King Street BID. 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, the City of Charleston, 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 managing outside contracts that will:

- provide street level services for cleanliness, the overall physical environment and hospitality;
- market the district as a retail, dining, and entertainment destination;
- produce programs and special events;
- measure economic impact.

The Executive Director will be responsible for 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 (9 members are voting members) and being accountable to over 500 property owners. This position requires attendance at meetings and events on evenings and weekends.

Primary Duties and Responsibilities

Administration and Leadership:

- Administer, evaluate, and develop the BID's programs and services.
- Communicate and coordinate BID activities with appropriate points of contact with City of Charleston to include all reporting requirements as outlined by the MOU.
- Organize and manage the BID process renewal every 10 years.
- Prepare and recommend an annual plan and operating budgets to the Board and City of Charleston 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.
- Represent the BID in areas such as downtown road construction, safety, events and street closures, downtown maintenance, and other areas.
- Ensure compliance with government committee policies and procedures with respect to the CDA Board.
- Oversight of BID operating budget and management of financial operations.
- Develop and maintain a contact data base including business owners and/or representatives, property owners and/or representatives, and other related contacts

Coalition Building & Partner/Member Relations

- Coordinate communication functions, including responding to BID stakeholders, media, and other inquiries.
- Represent BID Board, and property owners on various committees, associations, and programs.
- Work in partnership with the staff of the City of Charleston and build relationships with department heads, the Mayor and City Council.
- Develop and maintain relationships with business owners within the district.

Marketing

- Promote the businesses and activities 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 contract consultant to manage the BID's existing website and all social media campaigns.

Events Management

- Develop and coordinate new events that drive traffic to King Street and Downtown Charleston.
- Work and support other groups having events in the BID that promote King Street and downtown Charleston.
- Responsible for securing financial sponsorship for various BID events and programs. Also, ensure agreed services, recognition and media exposure are delivered to sponsors.

Qualifications

The ideal candidate will be an energetic, creative self-starter with a proven track record of leading placemaking, community development or similar nonprofit.

- 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, public administration or related field a must.
- Prior BID experience and master's degree preferred.
- Salary: commensurate with experience
- Benefits include health, dental, vision, 401k, and PTO

To Apply

Letters of interest, resume, and salary history should be submitted electronically to the following email address:

Jane@JJ-R.com

Subject line should read: Executive Search Committee c/o Charleston Downtown Alliance

Application deadline: No later than end of business 02/16/2024 unless other arrangements are made.