

**Job Title:** Executive Director  
Trenton Downtown Association (TDA)  
**Application Deadline:** November 8, 2024

## Why Join TDA?

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This is a rare opportunity to lead a transformative effort to revitalize New Jersey's historic Capital City. (Especially with the arrival of the 250th anniversary of the Revolutionary War upon us!) As the Executive Director of the Trenton Downtown Association, you will have the chance to shape the future of Trenton, creating a vibrant downtown that reflects the city's rich heritage while embracing its potential for growth and innovation.

Here you can foster economic development, enhance the quality of life and preserve the unique character of Trenton's downtown district. If you are a visionary leader and unifying communicator with a passion for urban revitalization and a commitment to community, join us in making a lasting difference in New Jersey's Capital City.

## Background on Trenton Downtown Association

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Established in 1986, TDA is a 501(c)3 organization that manages the downtown Special Improvement District (SID) in New Jersey's state capital. The SID includes a wide variety of retail businesses, restaurants, government facilities, service businesses, and residential properties, along with several notable historic sites and tourism destinations.

TDA is dedicated to strengthening downtown Trenton through innovative programs aimed to promote economic growth and encourage investment in the district. We support local businesses by establishing grants and communicating resources for other funding sources, providing a variety of maintenance and beautification services throughout the SID seven days a week, and partnering with state and local government organizations and chambers of commerce. Our activities also include supporting events, retaining and recruiting local businesses, marketing downtown businesses and organizations, and assuring that our downtown district is a clean, safe and attractive place to live, work and visit.

## Overview

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The TDA's Board of Directors seeks a full-time, executive leader who can see the potential and opportunities ahead for our downtown. This individual will continue to lead our efforts in motivating our employees, contractors, board members and stakeholders—while positioning our organization for future growth. Salary range starts at \$110,000 based on relevant factors and experience. Benefits include paid health insurance, 401k plan, vacation and personal days, and paid sick leave and holidays.

## Range of Duties

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Primary responsibilities include the following. Other duties may be assigned.

### **Partnership Development**

- › Maintain relationships with other organizations such as Greater Trenton, Princeton Mercer Chamber of Commerce, Mercer County Office of Economic Development and the State of New Jersey.
- › Develop Partnership Agreements that are approved by the board that clearly lay out roles, responsibilities and policies to guide partnerships developed.
- › Generate funding through strategic partnerships to support new programs and initiatives.

### **Economic Development**

- › Direct the economic development efforts of the organization including business retention, expansion and attraction.
- › Proactively reach out to potential merchants and property owners who may be seeking to open a business or purchase a building downtown.
- › Work in partnership with City of Trenton Economic Development staff on projects and developments within the SID boundary.

### **Placemaking/Urban Design/Tactical Urbanism/Historic Preservation**

- › Assure that downtown Trenton's public realm is clean, safe and attractive by offering compelling streets, sidewalks and public spaces that appeal to a variety of users.
- › Create and promote events that activate the downtown streets through performances, music, art making and other activities.
- › Leverage expertise in urban planning to integrate modern development with Trenton's rich historic character. Champion preservation efforts that protect and celebrate the city's unique architectural heritage while promoting sustainable growth.

### **Clean and Safe Ambassador Program**

- › Direct and manage the day-to-day operations of vendor personnel performing Clean and Safe activities in the downtown.
- › Direct and manage TDA staff in their efforts to beautify downtown streetscapes, parks and green spaces, including planters, trees and flowers.
- › Maintain relationships with the City of Trenton's Public Works, Parks and other departments, as well as county and state organizations.

### **Marketing and Events**

- › Lead and oversee all marketing efforts that support TDA branding, advertising, public relations, activities and event development, with an emphasis on promoting a positive customer and visitor experience for Trenton residents, visitors and event promoters.
- › With the TDA marketing team, develop and maintain a comprehensive marketing plan that is actionable and measurable and contribute monthly statistics of key performance indicators for board review.

## **Public Relations and Advocacy**

- › Speak for the needs and interests of downtown Trenton's stakeholders. Communicate effectively with the media, government officials and the community to raise awareness and build support for TDA initiatives as directed by the Board of Directors.
- › Present quarterly at City Council and other community partner meetings as needed.

## **Human Resources**

- › Hire and fire all staff as needed.
- › Monitor performance of staff through annual or more frequent review processes.
- › Help staff understand their role within the organization and give clear and measurable deliverables that staff are responsible for executing on.
- › Hold a weekly all-hands staff meeting as needed to promote positive communications across the organization.

## **Responsibility to the Board of Directors**

- › Report directly to the Board Chair and Executive Team.
- › With the board, establish and begin to execute a new TDA five-year strategic plan, setting clear priorities and deliverables.
- › Recommend policies to the board and assist the board in the formation and implementation of policies for effective TDA operations.
- › Organize and attend all board meetings and function as primary liaison between staff and board.
- › Prepare meeting notices and agendas with the Board Chair and maintain the official record of board and team activities.
- › Oversee day-to-day operations, management and fiscal solvency of TDA.
- › Provide the board with monthly key performance indicators that will assist the board in making informed decisions.

## **Fiscal Responsibilities**

- › Direct all financial activities of the organization.
- › Ensure that all financial records and practices are available to board members, SID members and the public as required.
- › Prepare an annual budget for board approval and authorize expenditures.
- › Research and source grant opportunities and funding for TDA programs.

## **Professional Qualifications**

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The ideal candidate possesses:

- › Bachelor's degree or equivalent professional experience in public administration, finance, marketing, public relations, communications, economic development or nonprofit management.
- › Minimum 5 years of experience in a leadership role. Equivalent experience must include broad fiscal and management responsibility for an over \$500,000 organizational budget, demonstrating strong financial acumen.

- › Exposure to and a passion for community development, public safety, urban design, city planning, economic development and historic preservation.
- › Exceptional communication and interpersonal skills, with the ability to build consensus and unify stakeholders across SID membership (businesses, property owners), as well as community and government leaders and advocates.
- › Strong supervisory skills, working with full-time employees and several contractors, with an emphasis on effective team building.
- › Experience working in economically and racially diverse communities.
- › Experience identifying and recruiting new businesses and assisting with business expansion efforts.
- › Ability to utilize technology to achieve goals and communicate.
- › Experience writing grants and overseeing the grant application process, including a proven record of success, is highly desirable.
- › Candidates are not required to live in the City of Trenton, but residency is a plus. TDA may cover some of the relocation costs (within the contiguous United States); other incentives are negotiable.

## Application Process

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Qualified applicants should submit the following materials as one PDF document:

- › Cover letter with phone number, email address and compensation requirements
- › Personal resume or CV
- › Three (3) work references including name, email address and phone number
- › Two (2) brief (1 to 4 pages) samples of your writing (a grant application, an article, short report, press release, etc.)

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**Submit materials to: [apply@trenton-downtown.com](mailto:apply@trenton-downtown.com) by November 8, 2024.**

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Applications will be reviewed on a rolling basis until the position is filled. Initial interviews will be conducted via video conference.

*Trenton Downtown Association is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*

Scan to access the listing on the TDA careers page. ›

