

**District Management Corporation of the  
City of Rahway Special Improvement District  
Job Announcement**

Post: July 7 – 14, 2021

**Executive Director** – Part-time (*Updated 7/7/21*)

The Executive Director of the Special Improvement District is responsible for the day-to-day functions and management of the non-profit organization that serves and oversees the city-wide Special Improvement District (SID) and Rahway's art community. The Executive Director provides both strategic and creative leadership for all program areas including marketing, business recruitment, development initiatives, beautification, place-making projects, activities and special events, financial management, administration, and stakeholder relations.

The Executive Director reports to the District Management Corporation Board and works closely and collaboratively with the Board to ensure the organization is responsive to the needs of business and property owners within the SID and Arts District. The Executive Director also works closely with the City of Rahway municipal government employees and the Rahway Redevelopment Agency to strategically develop and market programs and initiatives consistent with the visions of those agencies, benefiting SID stakeholders and patrons. The Director will be required to work occasional nights and weekends.

The following responsibilities shall be performed on a part-time basis:

- Day-to-day management of the newly created Special Improvement District (SID) including establishing and implementing business and economic development initiatives.
- Work on behalf of the Board and with Board approval to create and maintain committees to develop and manage special events and promotions, design guidelines and grant programs, and economic vitalization projects.
- Develop the organization's annual plan and operating budget and present same to the Board for approval. On an annual basis the Executive Director shall also prepare and present a 3-year operating and expenditure plan for future budgeting.
- Maintain a personal presence in the business and art districts and get to know business and property owners, community organizations and other stakeholders.
- Be an enthusiastic spokesperson for SID and City's interests. Create and manage communications and public information efforts to all stakeholders.

- Develop marketing strategies, and market the district and the businesses within, to attract more businesses and patrons to the SID areas.
- Purchase, maintain and install streetscape improvements, amenities, and decorations such as landscaping, banners, and signage, etc.
- Procure and manage vendors and consultants hired to address the SID's goals.
- Attend monthly Board meetings and provide status updates of all programs, initiatives, concerns, and fiscal matters.
- Establish and implement a business recruitment campaign to engage outside businesses.
- Oversee the administration of the SID staff, including day-to-day operations, to meet the short- and long-term goals and budgets of the organization.
- Serve as a public spokesperson and liaison on behalf of the SID and individual businesses with public officials, community leaders, news media and social media platforms, etc.
- Attend evening, night and weekend meetings and events to represent and promote the SID's goals and initiatives.
- Plan and implement a variety of special events ranging from street fairs, holiday celebrations and other events and promotions as needed.
- Develop and implement fund-raising strategies to support the SID's projects and programs.
- Prepare grant applications, and successfully execute and manage related tasks and funding for the duration of the grant program(s).
- Compile and maintain a SID area member profile and use the profile information to determine changes and improvements needed to enable a thriving economy for each area within the SID.
- Stay apprised of situations, opportunities, activities, trends in retail, development, parking, pedestrian safety, legislation, preservation, grants, programs, and other issues that could impact or improve the SID.

- Coordinate with vendors to develop graphics for various marketing campaigns throughout the year.

Qualifications:

- Bachelor's degree in a related field, and at least 5 years of senior level management experience in marketing, employment, SID/ downtown development and management, non-profit management, government/public policy, urban planning, or project management.
- Demonstrated record of successful downtown planning, economic development, volunteer, and community organizing, marketing and/or related work.
- Strong written, public speaking, and interpersonal skills, including issuing news releases, writing grant proposals, and soliciting sponsorships for events and activities.
- Familiarity with Microsoft Office, QuickBooks, website management, social media, and email software.

Interested candidates should send cover letter with salary requirements, resume and references to Rahway SID - District Management Corporation  
c/o Jacqueline Foushee, Director of Community Development, City of Rahway at [jfoushee@cityofrahway.com](mailto:jfoushee@cityofrahway.com) by July 14, 2021.