

November 23, 2019

Shorewood Business Improvement District Executive Director Job Description

The executive director (director) primary responsibilities include leadership, general and administrative services, event planning, business recruitment, and marketing.

The Shorewood Business Improvement District (BID) was established by the Village of Shorewood in November 1999 and has a 14-member board. The Shorewood BID includes virtually all commercial/retail properties within the community. The BID has an approved 2020 budget of approximately \$212,000 that includes event revenues. Shorewood's business district consists primarily of two intersecting streets. North Oakland Avenue spans the north and south boundaries of the Village. East Capitol Drive, a major regional arterial, runs between the Milwaukee River, which is the west boundary of the Village, and Lake Michigan.

Administration/Accounting: Providing comprehensive, timely, and accurate administrative services including, but not limited to, accounting (QuickBooks), management reporting, monthly reporting on activities, status and outcomes, inquiries, annual report to members, press releases and press inquiries, and other management duties as necessary.

The Director administers the Façade Improvement Grant Program on behalf of the Village Community Development Authority (CDA).

Business Participation/Engagement: In cooperation and with participation of the board of directors, deepen and expand engagement of 260+ business members, property owners and other key stakeholders of the Shorewood business community. One on one contact with business owners, provide welcome/how-to do business in Shorewood collateral piece to new businesses and commercial property owners, host B2B mini-events to include seminars, networking events, and creating a network for shared marketing opportunities between businesses.

Business Recruitment and Retention: Identify national, regional and local businesses that are appropriate for the district and desired by the BID Board of Directors and other stakeholders. Support continued commercial redevelopment activity including recruitment and cultivation of desired business prospects. Maintain current lists of available properties and promote retention of and provide support for existing businesses within the district. Support the creation of new business development programs funded by the CDA and Village Board to assist new and expanding businesses in their relocation and growth. Promote the façade program on behalf of the CDA. Communicate with real estate professionals and developers, conduct face-to-face outreach and networking, and strengthen relations with landlords.

Community Liaison: Advocate for business owners and commercial property owners and act as liaison between stakeholders and the Village of Shorewood.

Events: Manage all aspects of established special events: sponsor development and promotion, recruitment and organization of volunteers, coordination of advertising, promotional materials, social media campaigns, website updates and event public relations. Distribute survey to participating stakeholders, providing follow up report. There are four established events: St. Patrick's Day Shorewood Shenanigans, Shorewood Criterium Cycling Classic, Shorewood Feast street festival and WinterFest @ Wood Square holiday tree lighting.

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Marketing and Branding: Drive the marketing goals of the BID as outlined in the adopted 2020 BID Operating Plan/Budget and BID Strategic Plan. Effectively and efficiently communicate the BID's value to members, customers, clients, users and influencers.

Create and implement an annual marketing plan including specific strategies and plans per event, holidays and key promotions. Coordinate with BID marketing committee and provide marketing activity reports and analytics to BID board.

Explore BID content suggestions for quarterly Shorewood Today magazine and create periodic Consumer and BID internal e-news, growing subscribers.

Perform or contract out for various marketing tasks and creation of BID print and digital collateral materials, including but not limited to, brochures, sponsorship materials, annual event calendars, recruitment and new business materials. Create and execute the utilization of social media tools, print collateral and a target market area.

Meetings: Attend all BID Board meetings and meetings of any standing committee of the BID Board. Attend special events hosted by the Shorewood BID as well as all Village and Community Development Authority meetings that include commercial façade agenda items. Attend the BID Annual Meeting, BID sponsored workshops, and openings of new businesses in the District.

Preferred Qualifications:

- Bachelors' degree or relevant experience in similar public-facing industry.
- Experience in marketing, event management, financial management.
- Excellent communication skills, both verbal and written with ability to motivate and persuade others and is able to successfully deliver presentations to groups.
- Ability to develop and maintain effective working relationships and partnerships with the board, local government staff, volunteers, community groups and other agencies.
- Ability to work some evenings and weekends for BID events and meetings.
- Strong organizational and problem-solving skills, flexibility, and patience.
- Self-reliant and self-starting approach to meeting job responsibilities.
- Exercise independent sound judgement, discretion, and initiative while using tact and courtesy with all.
- Knowledge of computer, Quickbooks, and Internet proficiency to include Google Drive and social media.

Work Environment: The position does not currently have a permanent office location. The Director is expected to work out of their home and coordinate meetings within public spaces and local businesses in the community. Work involves sedentary to light work and some lifting.

Salary: Annual salary range: \$50,000 - \$75,000 depending upon experience.

Submission Requirements

1. Cover letter expressing interest in the position and resume.
2. Three references.

The position is open until filled.

Email materials to: Ericka Lang

director@shorewoodwi.com