



POSITION AVAILABLE

Executive Director, Downtown Naples, Florida, 5th Avenue Business Improvement District ("BID")

SUMMARY: The incumbent of this position will oversee the development, management and execution of the marketing and development efforts for the Naples 5th Avenue BID. 5th Avenue is a **six** block area in downtown Naples of high-end retail and office. He/she will report to the BID's Board of Directors and work with City Hall staff and volunteers to achieve the desired results. The incumbent must have an understanding of issues confronting downtown business owners, property owners, public agencies and community organizations. He/she must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in a very independent situation. Excellent verbal and communication skills are essential. This position shall create and implement an annual comprehensive marketing plan and develop business improvement strategies for BID businesses with an emphasis on creating and maintaining a vibrant, exciting destination for local residents and visitors.

MINIMUM QUALIFICATIONS: Bachelor's degree from an accredited college or university in Marketing, Public Relations, Communications, Business or a related field and a minimum of three (3) years proven experience in your field including public relations, planning, business administration, marketing, communications, advertising, retailing, volunteer or non-profit administration, small business development., or any equivalent combination of training and experience. Experience in research and market analysis, merchandizing and advertising, preferred. Salary commensurate with experience. A valid driver's license is required.

DUTIES AND RESPONSIBILITIES: *(not in any hierarchical order)*

1. Designs, implements and maintains a strategic marketing plan for the BID. The Plan would include key community partnerships, relationships with the media, sponsorships, publications and press releases designed to positively promote the BID within the community.
2. Will develop and maintain the district "brand" that will be uniform and used in collateral materials (printed and other forms), web site, signage and banners.

- Will manage the brand of the BID commercial area to continue the development of a vibrant, exciting destination for local residents and visitors.
3. Develop and maintain a highly visible role in the community, with an emphasis on key partnerships and relationship building to benefit the BID. These might include, but not limited to, new and existing businesses, individual sponsors/donors, corporate and other business support, private foundations, service clubs, etc.
 4. Designs, implements and maintains, in cooperation with the Board of Directors, a comprehensive plan for development/fundraising for the BID. This may include, but not limited to an annual campaign for special projects, financial appeals and financial gift solicitation.
 5. Will develop, promote and implement the BID business incentive programs and work to attract new businesses to the area.
 6. Researches, organizes and coordinates special events designed to attract consumers to the shopping district, to improve community awareness and to promote business development. Candidate will be expected to raise funds for events.
 7. Oversee the administration of a well-managed database for sponsorships and donations for major projects within the BID. This will include a strategy for maintaining current records, timely correspondence with the members of the BID and the community.
 8. Oversee all of the necessary contracts or city services to maintain a safe and clean environment within the BID, including, but not limited to, sanitation, landscape maintenance, innovative policing and security.
 9. Performs related duties as assigned by the Board.

SKILLS/KNOWLEDGE REQUIRED (QUALIFICATIONS)

1. Bachelor's degree or equivalent preferred in the area of marketing, communications, public relations or business management. Strong decision making and analytical skills are highly desirable.
2. Three years proven, successful experience in membership driven organizations, with an emphasis on development, marketing, management or equivalent experience. A self-starter with the ability, initiative, and willingness to learn.
3. Successful experience in carrying out the mission of the organization. Understanding of business operations, finance and lending experience is helpful.
4. Strong verbal, written communication and organizational skills. Prior experience with boards of directors and/or city government is preferred.
5. Proven ability to develop and maintain effective working relationships and partnerships with Board, City Hall staff, volunteers, donors, community groups and other agencies. Maintain periodic contact and network with peer level professionals.
6. Contribute to the development of an effective marketing and advertising program and required promotional materials.
7. Market City of Naples BID for expansion and attraction of new business.

8. Be the focal point for all BID inquiries and perform as liaison between the City Administration and businesses.
9. Present quarterly progress reports to the BID Board of Directors.
10. Establish an ongoing business retention program that includes contact with all businesses in the BID.
11. Maintain an inventory of available commercial sites in the BID.
12. Develop strategies for effective communication with BID membership.
13. Establish a working environment that fosters creativity, and promotes communication between existing businesses.
14. Provide accurate, effective, timely and comprehensive communications.
15. Compile and update on a regular basis the community profile and information needed for a dynamic business recruitment program.
16. Promote Fifth Avenue as an excellent place to live, work and do business.
17. Knowledge of specific computer applications, film, video or other specialized communications techniques.
18. Knowledge of the principles, theories, philosophy and techniques of marketing, promoting, and advertising.
19. Skill in the operation and maintenance of a wide variety of audiovisual equipment, including cameras, projectors, tape recorders, record players and video recorders.
20. Skills in making visual presentations.
21. Ability to provide excellent customer service.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves sedentary to light work in an office setting, out in the community or at project locations. There is occasional needs to stand, stoop, walk, sit, lift objects (up to 25 pounds), and perform similar other actions during the course of the workday.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employee in this classification. It is not designed to contain, or to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

ESSENTIAL FUNCTIONS: Essential functions, as defined under the Americans with Disabilities Act, may include the above referenced tasks, knowledge skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks to be performed by incumbents of this class.

CONTACT INFORMATION: mail cover letter, resume and three references to Christopher J. Brown, Redevelopment Management Associates, 3109 East Atlantic Boulevard, Suite B, Pompano Beach, FL 33062 or email to chris@rma.us.com. Refer to www.rma.us.com for a copy of the job description.