



# CENTRAL AVENUE

Special Improvement District Management Corporation

366 Central Avenue, Suite 201 Jersey City, NJ 07307

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[www.CentralAveSID.org](http://www.CentralAveSID.org)

## JOB DESCRIPTION

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|-----------------------|---|
| <b>Date:</b>          | January 2010  |
| <b>Title:</b>         | Director (Entry Level Position)                           |
| <b>Industry:</b>      | Not-for-Profit Organization (Private/ Public Partnership) |
| <b>Location:</b>      | Jersey City, New Jersey                                   |
| <b>Hours of Work:</b> | Full Time (40 hrs/wk)                                     |
| <b>Compensation:</b>  | \$13.00 per hour (\$27,040 Yearly)                        |
| <b>Report to:</b>     | Board of Trustees & District Manager of the Corporation   |

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### **Summary:**

At the direction of the Central Avenue Special Improvement District Management Corporation (CASID) Board of Trustees and/ or the District Manager, the Director is to provide supplemental *Administrative, Marketing, Public Relations, and Operation Coordination* services to the CASID. These tasks pertain to the positive social growth and economic revitalization of the Central Avenue Business District in the Heights Section of Jersey City.

### **Essential Duties & Responsibilities:**

#### *Administrative:*

- Provide routine administrative support by maintaining records and files, entering data in computer equipment/software; summarize data as required for reports; search specific sites on the Internet for factual information as directed.
- Type, format, produce and duplicate reports, correspondence and other documents.
- Answer telephones, take messages and relay factual information.
- Initiate, execute, and/ or assist in the preparation of agendas, notices, minutes, meetings, etc. of the CASID.
- Attend board meetings and special meetings of the CASID as required.
- Assists in budget preparation by gathering data required for budget projections, performing routine mathematical calculations such as percentages and types budget documents. Maintains records of subsequent budgetary expenditures.
- Performs purchasing tasks by contacting vendors, preparing and typing Request for Quotes and Proposals, approving invoices for payment and maintaining records of purchases.
- Other related duties as assigned.
- Work hours vary.

## *Marketing & Promotions*

- Organize, research, plan, develop, initiate, and execute promotional programs, projects, and events of the CASID as instructed.
- Other related duties as assigned.

## *Public Relations:*

- Format, edit and produce a variety of materials such as press releases, brochures, newsletters, flyers, presentations, charts, graphs, instructional materials, reports, data bases and spreadsheets.
- Communicate information such as grants, programs, updates, community concerns, issues pertaining to the Central Avenue Business District, and actions of the corporation to its members and local community.
- Attend public meetings and other community events as it pertains to the interest of the Central Avenue Business District.
- Assist the needs of the corporation members (estimated at 450+) as it affects the general interest of the Central Avenue Business District.
- Other related duties as assigned.

## *Operations:*

- Organize, plan, develop, and coordinate operations consistent with the purposes and goals of the CASID.
- Seek, research, and evaluate potential vendors to carry out specific operations.
- Responsible for the hiring procedure, disciplinary action and the supervision of four (4) Streetscape Maintenance Operation (SMO) employees and the coordination of work assignments.
- Responsible for the preparation of the SMO biweekly payroll and scheduling changes.
- Other related duties as assigned.

## **Qualifications:**

- **Education:** A minimum of two (2) years college is required. A bachelor's degree or major in any of the following fields is preferred: Business Administration, Journalism, Marketing, Social Science, and/ or Urban Studies.
- **Experience:** Related work experience in the field of not-for-profit organizations, government, real estate, and/ or small businesses is preferred. Basic working knowledge of Robert's Rules, boards of trustees and general committee structures and operations.
- Must have strong people skills.
- Must possess solid verbal and written interpersonal communication, organizational, time, and personnel management skills.
- Must be proficient with, or willing to learn, office technology such as: Microsoft Office Applications; Adobe Products (Photoshop, Professional, etc); Quicken/ Quick Books; E-mail; Internet; Office Equipment such as Digital Cameras, Digital Recorders, Memory Cards, Scan, Copy, Print and Fax machines.
- Knowledge and/ or experience with basic marketing techniques and design skills to effectively complete promotional projects and advertisement campaigns.
- Bilingual Speakers are desirable.