



CENTRAL AVENUE

Special Improvement District Management Corporation

366 Central Avenue, Suite 201 Jersey City, NJ 07307

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www.CentralAveSID.org

JOB DESCRIPTION

Date:	October 2010
Title:	Director (Entry Level Position)
Industry:	Not-for-Profit Organization (Private/ Public Partnership)
Location:	Jersey City, New Jersey
Hours of Work:	Full Time (minimum 40 hrs/wk)
Compensation:	Starting Annual Salary = \$27,040
Report to:	Board of Trustees & District Manager of the Corporation

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, grants, 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 under the guidance of the District Manager and/ or Board of Trustees.

Public Relations:

- Initiate, 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.

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 work schedules.
- Other related duties as assigned.

Qualifications:

- Must possess solid verbal and written interpersonal communication skills.
- Education: A bachelor's degree majoring in any of the following is preferred: Business Administration, Journalism, Marketing, and/ or Communication.
- 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, general committee structures and operations.
- Must work well under pressure and within tight deadlines.
- Must have sound organizational, time, and personnel management skills.
- Must have strong problem solving and creative solution seeking qualities.
- Knowledge and/ or experience with basic marketing techniques and design skills to effectively complete promotional projects and advertisement campaigns.
- Must be proficient with, or willing to learn, office technology such as: Microsoft Office Applications; Adobe Products (Photoshop, Indesign, etc); Quicken/ Quick Books; E-mail; Office Equipment such as Digital Cameras, Digital Recorders, Memory Cards, Scan, Copy, Print and Fax machines.
- Bilingual Speakers are desirable.