



## **Chestnut Hill Business District Executive Director Job Description**

The Chestnut Hill Business District is hiring an Executive Director to move the vision for Chestnut Hill's Business Community forward through the implementation of the Keystone Communities Strategy, 2015 Streetscape Plan, and additional strategies to continue building a thriving business community within Philadelphia's Garden District. The ideal candidate will have strong communication skills, retail and marketing experience, ability to manage multiple projects, and a proven track record in building partnerships and fundraising.

The duties of the Executive Director include:

### Commercial District:

- Support the efforts of a Marketing Firm to continue building the Chestnut Hill Brand
- Continue to promote Chestnut Hill as a destination regionally and nationally
- Maintain the Retail Recruitment Program to decrease vacancy throughout the corridor
- Maintain strong partnerships with local institutional partners, including Morris Arboretum, Woodmere Art Museum, Chestnut Hill Hospital, Chestnut Hill College, and Stagecrafters
- Work with the Garden District Fund on efforts to beautify the Chestnut Hill commercial district
- Oversee grant funding for streetscape improvement projects
- Establish relationships with political representatives at the city, state and federal levels
- Implement and oversee streetscape improvement projects, including street lighting, security cameras, sidewalks, signage, green spaces, and more
- Monitor municipal projects that impact the corridor
- Ensure maintenance of cartway, curbs, and sidewalks along Germantown Avenue & Bethlehem Pike
- Expand Development committee through the BID for increased revenue to complete streetscape initiatives, including the Pocket Parks Partnership and Holiday Décor

### Member Services:

- Expand communications with members via monthly one-on-one visits, scheduled newsletters, and regular networking events
- Maintain robust social media presence through standard channels while also exploring new opportunities to promote Chestnut Hill
- Engage with Board members on a quarterly basis through meetings and visits to their businesses
- Encourage greater participation among members in CHBA activities with an emphasis on promotional activities, including expanded hours, festivals, cross-promotional opportunities, member-driven initiatives, and holiday events
- Maintain at least 4 member meetings/get-togethers per year
- Host up to 6 social media or member-related seminars/workshops per year
- Increase number of CHBA members
- Expand and improve benefits for CHBA members

### Parking

- Evaluate current parking concerns and issues
- Explore opportunities to expand parking throughout the Business District
- Continue parking lot improvements and trash consolidation projects utilizing parking lots



### Meetings

- Evaluate and establish board meeting schedule for the Business Association, BID, Parking Foundation, and CDC.
- Serve on neighborhood committees and attend meetings (e.g. CHCA, CH Conservancy, Parking, Pocket Parks, Green Space) which impact the Business District and near neighbors
- Serve as liaison to streetscape consultants and CHCA committees concerned with various aspects of the streetscape and the Development Review process
- Remain an active member of the Go NW Philly coalition promoting the Northwest communities

### Finance

- Develop and monitor the budgets for organizations
- Determine cost-savings opportunities through shared expenses
- Solicit sponsorship dollars for festivals and promotions
- Long-range – identify and develop alternative revenue sources for the CHBD.

### Staffing

- Manage Team Members
- Develop opportunities for promotion, growth, and expansion within staff structure
- Evaluate Employment Policies on an annual basis
- Establish annual goals for the Business District

Interested applicants should submit a resume and cover letter to Kate O'Neill at [koneill@chestnuthillpa.com](mailto:koneill@chestnuthillpa.com).

### **Qualifications**

- BS or BA Degree required
- A minimum of 5 years experience in retail, marketing, main street programs, commercial corridor management, or related industry
- Proven grant writing and fundraising experience
- Excellent written and oral communication skills
- Must be detail-oriented and highly organized
- Demonstrated experience communicating with and managing stakeholders
- Proven experience in building and maintaining partnerships