

Job Title: BID Director – Menomonee Falls Business Improvement District (Menomonee Falls Downtown)

Status: Full Time Salaried

Reports to: BID Board of Directors, specifically BID President

MENOMONEE FALLS DOWNTOWN OVERVIEW

The downtown Menomonee Falls Business Improvement District (BID) is located near Main Street and Appleton Avenue in the historic core of the Village. The growing mix of businesses and amenities in downtown serves residents and visitors as a valuable community destination. The BID plays a leading role in promoting the downtown as an ideal location to live, work, and play.

Menomonee Falls embodies small town charm while providing first class amenities and convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles. The Village's population was estimated to be 37,413 in 2017. The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options and its natural assets.

BID DIRECTOR JOB OVERVIEW

The BID Director oversees the management and execution of the marketing, business participation and recruitment and retention efforts for Menomonee Falls Downtown and works with Village staff and volunteers to achieve the desired results.

The successful candidate will have experience working with 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. The BID Director creates and implements an annual BID Operating Plan that focuses on improvement strategies for BID businesses with an emphasis on creating and maintaining a vibrant, exciting destination for local residents and visitors.

DUTIES AND RESPONSIBILITIES include but are not limited to:

Administration and Finance

- Design and implement an annual BID Operating Plan to promote the development, redevelopment, maintenance, operation and promotion of the BID, for the economic benefit of all businesses and property owners within the BID. Present Operating Plan to Village Board.
- Create and manage the annual BID budget with direction from the BID Board of Directors. Adhere to budget and work to increase budget revenue opportunities.
- Maintain a variety of databases for event promotion, sponsorships, and advertising. This includes a strategy for maintaining current records, timely correspondence with the members of the BID and the community.
- Manage BID finances, prepare annual and monthly financial and tax reports. Maintain and renew BID contracts including rentals, phone, internet, etc. Provide information for the annual audit.
- Present monthly progress reports on agreed upon annual goals and objectives to the BID Board of Directors and a monthly BID update to the Village Board.
- Adhere to prudent technology safe keeping practices to ensure all sensitive data is kept safe, rotated offsite, and not compromised.
- Continually review and update the BID's Business Continuity Plan (BCP) with bi-annual contingency tests performed and documented.

BID Community Engagement and Business Recruitment

- Develop and maintain a business recruitment program and actively work to attract new businesses to the area. This includes maintaining current lists of available properties and potential businesses and posting available properties on the website.
- Establish an ongoing business retention program that includes regular contact with all businesses in the BID.
- Provide recommendations and work with Village Administration to improve aesthetics, parking options and wayfinding signage within Menomonee Falls Downtown.
- 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. This includes managing the Associate BID member program.
- Be the focal point for all BID inquiries and perform as liaison between the Village Administration and businesses. Help manage relationships between businesses, as needed.
- Maintain periodic contact and network with peer level professionals, such as Connect Communities.

Marketing/Events

- Market Menomonee Falls Downtown for expansion and attraction of new business and promote the downtown as an excellent place to live, work and do business. Focus on effective digital marketing including Menomonee Falls Downtown website, social media and e-newsletter. Lead a Marketing Committee made up of BID business owners.
- Research, organize and coordinate, with the assistance of the BID Board and Committees, special events designed to attract consumers to Menomonee Falls Downtown, to improve community awareness and to promote business development.
- Be present at key BID events in an effort to ensure success and support event chairs.
- Coordinate fund-raising for events, including advertising and sponsorships.

JOB REQUIREMENTS

- Exemplary ability to motivate, influence others, and use tact and diplomacy.
- A self-starter with the ability, initiative, and willingness to learn.
- Excellent communications skills, both verbal and written are required. The importance of being able to converse and liaise with the community is key to being successful.
- Successful experience in carrying out the mission of an organization. Understanding of business operations and finance is helpful. Prior experience with boards of directors and/or local government is preferred.
- Ability to develop and maintain effective working relationships and partnerships with Board, downtown businesses, local government staff, volunteers, donors, community groups and other agencies.
- Knowledge of the principles, theories, philosophy and techniques of marketing, promoting, and advertising.
- Office skills such as MS Word, Power Point, and Excel, or equivalent, are a must. Knowledge and understanding of digital marketing and social media are necessary to maintain or work with 3rd party partners to manage website and Facebook page. Ability to use Peachtree accounting software, or equivalent, is desired.
- Ability to work some evenings and weekends for BID events and meetings.
- Skill in making visual presentations is desired.

EDUCATION and/or EXPERIENCE

- Bachelor's degree or equivalent in the area of marketing, communications, public relations or business management preferred. Strong decision making and analytical skills are highly desirable.
- Three years proven, successful experience in membership driven organizations, with an emphasis on marketing, management, development or equivalent experience is desired.
- A valid driver's license is required.

PHYSICAL DEMANDS

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of this position. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of this position.

While performing the responsibilities of this position, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard. The employee is required to move throughout the office and community either by walking or through assisted means.

WORK ENVIRONMENT

Work involves sedentary to light work in an office or home 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.

SALARY

Salary is commensurate with experience. The BID Director receives 15 PTO days annually.

SUBMISSION REQUIREMENTS

- Cover letter expressing interest in the position and resume.
- Salary requirements.
- Three references.

The position will be open until filled.

Please email materials to:

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