Amherst Business Improvement District
Executive Director Job Description

About the Organization
The Amherst, MA Business Improvement District is a private non-profit organization established on October 24, 2011 under Chapter 400 of Massachusetts General Law and twice reauthorized (2013, 2018, and 2023). The District is comprised of a contiguous geographic area located in Amherst’s central business district. The district encompasses approximately 235 parcels including commercial, residential, governmental, academic and nonprofit centers such as Amherst College, the University of Massachusetts and a commercial core. The BID is managed by a 13-member Board of Directors composed of BID property owners, and other stakeholders. The Amherst BID is also an affiliate of the Economic Development Council of Western MA. The mission of the Amherst BID is to invest its resources to improve downtown Amherst’s vibrancy, sustainability and economic health.

The Amherst BID seeks to maximize the opportunity to capitalize on the college community and its visitors as well as the commercial, entertainment, dining and cultural attractions located within the district to create a strong and vibrant town center.

The Executive Director will be the principal staff member of the BID and will be responsible for the administration, operations, and financial management of the organization. The director will be responsible for managing BID programs and services and responding to stakeholders’ issues and concerns with the goal of improving the business climate and overall vitality of the district.

The Amherst Business Improvement District (ABID) is seeking a full-time Executive Director with passion for its mission and with experience and skills to guide the organization as it enters its next phase of operation. The ideal candidate will have knowledge and experience in marketing and communications, fundraising and sponsorship development, community building, economic development, and non-profit management.

The Executive Director must be organized, collaborative, and entrepreneurial, while possessing strong communication and interpersonal skills to relate to a wide and diverse group of stakeholders including volunteer board members, program partners, donors, state agencies, business owners, residents, community leaders, academic community and government officials; and the strategic vision to define and guide ABID’s efforts into the future.

*Applicants may submit a cover letter and resume to: Sarah Barr, ABID Vice President, at sbarr@amherst.edu.*

Position Summary
The Executive Director will serve as the primary spokesperson for the organization, providing leadership and developing and executing the BID’s overall vision. The Executive Director position is critical and highly visible, and requires strategic thinking, sound management experience and business and financial acumen. The Executive Director will be responsible for procuring and overseeing all vendors providing services to the ABID in the most effective and efficient manner.

The successful candidate will be able to work with a dynamic and engaged board of directors, build relationships and collaborations to further a vision for the downtown, and demonstrate leadership across all levels. The Executive Director will report directly to the Board of Directors and will work closely with the Board, its standing committees and staff to ensure the mission and vision are clearly defined and executed and that the organization remains fiscally secure, while maintaining the highest ethical standards.

**Responsibilities**

- Portray a comprehensive understanding of the nuances of a complicated, layered constituency consisting of but not limited to property owners, local businesses, Town and State governments and agencies, appointed officials, residents and academic institutions.
- Be an energetic and creative developer of programs, events, and promotions aimed at bringing both local residents and out-of-town visitors to the BID District.
- Represent the district as the public face and voice of the organization in the media and through speaking engagements.
- Direct oversight and day-to-day management of ABID operations, including but not limited to hiring and supervision of staff and vendors as needed to perform the duties of the ABID.
- Oversee all marketing, communication and outreach.
- Actively develop and maintain relationships with the Board of Directors and ABID members, government officials, developers, downtown residents, academic and business leaders and the community at large.
- Develop, manage and perform quarterly reconciliation of the annual budget for presentation to the ABID Board of Directors.
- Create awareness and build consensus for the District’s activities, programs and services.
- Develop and maintain collaborations that maximize ABID resources and services.
- Cultivate and secure new resources including grants, sponsorships or other strategic partnerships to implement activities and projects that have been identified by the ABID.
- Maintain internal records on fee payments, delinquencies, hardship waivers and compliance procedures.
- Maintain awareness of critical issues affecting the ABID and identify potential opportunities for partnerships to assist in addressing these issues.
- Establish and maintain success metrics and data collection, in collaboration with vendors and other stakeholders.
- Stay informed on BID “best practices” and build relationships with other BID leaders across the country and Commonwealth.
- Other duties as assigned by the Board from time to time.
Qualifications

- Bachelor’s degree required; advanced degree in business, marketing or urban planning preferred
- Demonstrated ability to fundraise to leverage resources.
- 5-7 years of professional experience in marketing, economic development, community development, district management, urban planning, architecture, or real estate management in the public or private sector.
- Demonstrated ability to handle long-term projects through successful conclusion
- Substantive administrative and contract management experience, including budgeting
- Must understand the nature of BIDs and other neighborhood improvement organizations and the role they play in the Town, as well as in strategic planning and problem solving
- Highly organized and motivated, self-starter, excelling at working independently and autonomously
- Outgoing personality, ability to effectively collaborate with varying constituencies
- Demonstrated passion for tackling urban economic development and district management issues
- Demonstrated knowledge of state and local government and various public agencies and programs
- Excellent verbal, written and presentation communications skills
- Expertise in developing benchmarks and metrics for reporting progress on BID programs
- Willingness and ability to work evening and weekend hours, as needed.

Additional Considerations

- Multilingual proficiency a plus
- Specialized skills in any of the following: place-making, retail recruiting, main streets, place-based (or other asset-based) marketing, innovative community engagement, technology development (and/or visualization), graphic or architectural design, real estate development and financing.
- Availability on occasional nights and weekends to manage BID events.
- Knowledge of Amherst and local stakeholders is a plus.

Compensation

$85k-$95k with benefits, commensurate with experience.