



**CHINATOWN B.I.D.**  
BUSINESS IMPROVEMENT DISTRICT  
華埠商業改進區

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SUPPORTCHINATOWNBID.ORG

## **Chinatown Business Improvement District (BID)**

### **Job Description:**

**Title: Fundraising & Marketing Director**

**Effective: March 2013**

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### **Organization Description**

The Chinatown BID is a nonprofit organization created recently to provide supplemental cleaning and maintenance services, holiday decorations, and services and improvements that will enhance the public safety and the enjoyment of Chinatown. The Chinatown BID is the 66<sup>th</sup> BID created in New York City. The City's 67 BIDs supplement city sanitation and public safety services, promote businesses through marketing initiatives and public events, enhance the city's physical environment through streetscape improvement projects, and engage local community through student internship programs. In addition, BIDs in partnership with city government help create jobs, improve the quality of life for New Yorkers and visitors, enhance the city's tax base, and strengthen the local economy in tough economic times.

### **Position Description**

The Fundraising and Marketing Director develops and implements the annual BID fundraising and marketing plans, oversees the development and production of fundraising and promotional materials, coordinates fundraising and promotional activities and is responsible for content management of the fundraising activities including fundraising related information on the BID website and related social media.

The Fundraising & Marketing Director will report to the BID Fundraising and Marketing Committee to assure fundraising goals are met. It is the responsibility of the Fundraising and Marketing Director to keep the BID Fundraising Committee sufficiently briefed of all fundraising, and marketing development related matters.

### **Responsibilities**

#### **Planning**

- Establish a yearly fundraising and marketing plans in advance of each new fiscal year.

- Assist the BID Fundraising and Marketing Committee in establishing the yearly budget for fundraising and marketing (including a sponsorship program, fundraising events, website/social media/e-newsletters).
- Collaborate with BID Chairman and Fundraising and Marketing Committee to develop and implement a fundraising strategy consistent with the mission and strategic goals of the BID.

### **Organizing**

- Create, maintain and update the BID's fundraising and membership databases (individual and business listings and contact records), and BID mailing lists.
- Keep a filing system for fundraising and marketing materials, publications, and correspondence used in the office.
- Develop and manage the BID's marketing program.
- Administer and oversee the BID's fundraising and marketing programs.

### **Executing**

- Serve as the first and primary BID contact for all fundraising and marketing inquiries. Develop, plan, organize and implement fundraising and marketing promotions, initiatives, reports, new projects and special events as indicated in the yearly fundraising and marketing plans, and as needed.
- Identify and coordinate co-op and/or sponsorship opportunities for local businesses.
- Secure sponsorships and collaborate with strategic partners to cross-promote businesses for special events (Family Day Street Fair, Earth Day Clean-up in the Park, etc.).
- Create and implement an aggressive fundraising and marketing campaign to promote BID programs and initiatives, and develop relationships with sponsors and key local businesses.
- Assist with marketing and public relations for Chinatown BID as needed, including development and marketing of promotional products.

### **Evaluation**

- Provide consistent and accurate reporting against the BID's fundraising and marketing plans. Track statistics on a monthly and annual basis.
- Establish a positive dialog with sponsors and key neighborhood groups within Chinatown including members of the media.
- Work cooperatively with the BID board members and Chinatown Partnership Local Development Corporation (CPLDC) staff in order to best achieve the BID's mission.
- Complete in a timely and professional manner special projects as assigned by the BID Chairman.
- This position will report to the Fundraising/Marketing Committee and will be supervised by the Chinatown Partnership's Executive Director.

### **Qualifications**

#### **Knowledge & Experience**

- Understanding of basic fundraising and marketing principles, advertising techniques and special events.

- Experience in developing and executing fundraising and marketing plans and budgets.
- Adept understanding of people and social media connections.
- Outstanding team leadership and interpersonal communications skills.
- High-energy and have an open communications style with a strong teamwork orientation and ability to foster enthusiasm at every level.
- Proficiency in Outlook, Word, Excel and PowerPoint. Experience with desktop publishing and Photoshop a plus.
- BA/BS with 3 years of work experience or MA/MS with one year of work experience in marketing, communication, public relations, sales or related discipline required.

### **Skills & Personal Attributes**

- Excellent interpersonal, written communication and presentation skills.
- Strong organization and prioritization skills.
- Self-motivator with entrepreneurial approach to job responsibilities; aggressive and enthusiastic approach to problem solving and goal achievement.
- Ability to complete projects on-time and in a professional manner.
- Ability to be a team-player with the rest of the BID board/CPLDC staff.
- Preferably with knowledge of a Chinese dialect and familiarity with Chinatown, Lower Manhattan, and Lower Eastside.

### **Physical Requirements**

- Frequent standing and walking for prolonged periods may be required.
- Work is performed both indoors and outside.

### **Compensation**

Salary for this position is expected to be between \$75,000 - \$125,000 with benefits.

To apply, please email your resume and cover letter including the following subject line:

**Fundraising and Marketing Director** to:

[employment@ChinatownPartnership.org](mailto:employment@ChinatownPartnership.org)