



BID Communications and Outreach Manager, updated March 7, 2022

Help us make Flatbush a better place to do business, shop, and live!

About our Organizations:

Church Avenue Business Improvement District and Flatbush Avenue Business Improvement District (the BIDs) are located in the heart of central Brooklyn and cover Church Avenue between Coney Island Avenue and Flatbush Avenue, and Flatbush Avenue between Parkside Avenue and Cortelyou Road. They are charged with providing clean and safe retail environments for shoppers, promoting the avenues as great places to shop, and advocating on behalf of the districts, their merchants, and property owners. The BIDs are separate organizations but share office space, staff, and much of our programming and collaborate whenever possible.

The BIDs provide supplemental services to the merchants and property owners within the districts. These services include: sanitation, marketing, business development, streetscape improvement, COVID recovery services, one-on-one assistance, and advocacy. Additionally, the BIDs give merchants and owners an opportunity to be active in their community and take responsibility for making Church and Flatbush Avenues better places to shop and do business.

Position Overview:

The BIDs are seeking an enthusiastic, energetic, and outgoing **Communications and Outreach Manager** to join our small team working to make a big difference in our multi-cultural community. The position involves primarily in-person outreach and digital management, as well as help planning and managing events and projects. The position is full time and will report to the Executive Director. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States.

Responsibilities include but are not limited to*:

In-Person Outreach (50%)

- In-person door-to-door outreach to our members; some email/phone outreach.
- Conduct Conditions Monitoring (bi-monthly walkthroughs of both BIDs to note changes such as vacancies, sanitation issues, locations of graffiti) and track these in a spreadsheet.
- Manage the Flatbush Ave. BID's Security Camera installation program, including outreach to camera recipients, site visits, facilitating and managing signing of installation agreements, documenting camera installations.
- Distribute, hang and/or collect event flyers and forms.
- Help plan and execute events, including preparing supplies and assisting with post-event documentation and promotion.
- Represent the BID on our team or solo at BID/community events and meetings which usually fall on weekends (approx. 8/year) or evenings (approx. 2/month). Like all BID staff, individual will be expected to work most of these events.

Church Avenue BID & Flatbush Avenue BID Administrative Office

2211 Church Avenue, Brooklyn, NY 11226, 718-282-2500, info@churchavenue.org/flatbushavebid1@gmail.com



- Run errands (picking up boxes of PPE and print materials, delivering giveaways, etc.)
- Transport materials and unpack from events, help BID team organize office, etc..
- Other outreach tasks, as needed.

Digital Outreach (50%)

- Manage the BIDs' social media presence including creating and scheduling content (images, captions, holiday tiles, event and program announcements, etc.), creating event postings, and ensuring that banner photos and postings are up-to-date.
- Weekly monitoring, content creation, and updating both BIDs' websites (ChurchAvenue.org and FlatbushAveBID.com), whenever needed.
- Manage and create content for the BIDs' Mail Chimp account.
- Manage digital inventory including logos, create presentation slides, format letters and BID communications, create flyers (several/year).
- Draft and distribute press releases, community announcements, and job postings.
- Monitor and engage with social media accounts of partners and the community.
- Tabulate data on the public's engagement with both BIDs' social media several times per year.
- Manage orders and interactions with printer (10-15 print pieces/year).
- Maintain and regularly update our list of press contacts.
- Administrative tasks including, but not limited to, completing time sheets, writing program summaries for grants, helping gather data for reports.
- Other tasks, as needed.

*Responsibilities may change with shifting needs of SBS and updated guidance provided by the City and State related to COVID-19. The format of BID meetings, trainings, and our attendance at community events (whether virtual or in-person) will be determined by the BID's Executive Director, taking into account City, State, and Federal public health guidelines.

Minimum Qualifications:

The ideal candidate will effectively demonstrate:

- Strong, demonstrated people skills and comfort conducting in-person outreach with patience, persistence, and a friendly demeanor.
- Ability to work independently and creatively.
- Interest or experience with commercial revitalization, nonprofits, community-based planning and organizing, retail and sales, hospitality administration, and/or neighborhood development issues.
- Familiarity with Flatbush/Ditmas.
- Commitment to engaging diverse constituents in low- and moderate-income communities; be interested in understanding the different perspectives and needs of diverse community stakeholders.
- Ability to coordinate and manage multiple tasks and projects simultaneously, and provide timely and clear updates to supervisor.
- Ability to work in an organized, efficient manner with a high level of accuracy, attention to detail, and follow-through.
- Ability to complete tasks and projects with tight deadlines.
- Demonstrate a passion and commitment to creating and maintaining strong, vibrant neighborhoods and commercial corridors.

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- An ability to be flexible and willingness to wear “multiple hats” if and when needed.
- The ability to shift your work schedule to work occasional weekends and evenings, as needed.
- Physical endurance and stamina to travel throughout both districts frequently, sometimes transporting communications and other materials.
- Proficiency in Microsoft Office applications, including Word and Excel.
- Experience using social media, basic technology skills, and a willingness to learn how to use and update our platforms (WordPress, SmartSheet, DropBox, etc.).

Preferred Skills:

- Hands on experience doing face-to-face field work, customer service, or retail.
- Experience with and knowledge of digital/social media marketing and campaigns.
- Conversational or written skills in French/Haitian Creole or Spanish a plus.
- Proficiency in Adobe Creative Suite, ArcGIS, City data tracking systems preferred, but not required.

Desired Qualifications:

1. A baccalaureate degree from an accredited college or university and a minimum of two years of full-time experience in one or more of the following fields: urban planning, community organizing, retail, public administration, project management, real estate.
2. An associate degree from an accredited college or university and a minimum of three years of full-time experience in one of the above fields.
3. Education and/or experience equivalent to “1” or “2” above.

Compensation:

- Salary: \$52,000 - \$55,000, + benefits
- Benefits: the BID currently pays 80-90% of employee’s benefits (subject to change): Medical, dental, vision, paid time off, sick and personal days, Federal holidays + several additional days off.
- Hours: 9:00 a.m. to 5:00 p.m., Monday to Friday. Hours can be modified on occasion when the Communications and Outreach Manager needs to be available to work on weekends or late hours.

Work Environment:

We are currently working staggered days for our staff of three people with a goal of three days in office or in the BIDs, two days from home; this is likely to change as circumstances change. We are located in a co-working space by Prospect Park and encourage staff to make use of the space’s rooftop seating or large common areas when there are multiple BID staff in the office. As this is an outreach position, assume that you will be walking the BIDs and meeting with businesses frequently.

All BID staff must comply with the BIDs’ safety plan/infectious disease plan. Currently, we require that all staff be fully vaccinated (including booster) against COVID-19, wear masks when in our shared office or when doing field work, complete a daily COVID screener prior to every work day, etc. The plan may change as circumstances shift.

How to Apply:

Please submit the following documents to InfoChurchFlatbush@gmail.com. Submit all documents as attachments/PDFs (please don’t send links to resumes/cover letters) and write “BID COM Position” in the subject line.

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- Resume.
- Cover letter, including how your skills/background make you a good fit for this position.
- Three references: provide phone/email for individuals who held positions senior to yours in work, volunteer, and/or academic capacities.

Only applicants under consideration will be contacted. No phone calls, please.

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