



50 East 168th Street, Bronx, New York 10452

www.WHEDco.org

Title: Senior Program Manager, Commercial Revitalization
Salary Range: \$62,000 to \$72,000, commensurate with experience
Location: Hybrid: Remote and Onsite at 50 E. 168th St. & 1301 Louis Niñé Blvd., Bronx, N.Y.
Reports to: Vice President, Community Development

About Us:

The Women's Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve healthy, vibrant communities. We build award-winning, sustainable, affordable homes – but our work is not over when our buildings are complete. WHEDco believes that to be successful, affordable housing must be anchored in strong communities that residents can be proud of. WHEDco's mission is to give the South Bronx access to all the resources that create thriving neighborhoods – from high-quality early education and after-school programs, to fresh, healthy food, cultural programming, and economic opportunity. See www.whedco.org for more information.

Job Summary:

WHEDco seeks a dynamic **Senior Program Manager** to join its **Community Development Department**. The Community Development Department engages in neighborhood advocacy and planning, commercial revitalization, expansion of green, mixed-use developments, and creative place-affirming initiatives, to build more equitable spaces and communities where people, arts, and the economy thrive. The **Senior Program Manager** will help coordinate WHEDco's neighborhood revitalization efforts in the communities surrounding WHEDco's buildings in the Bronx, with a focus on the Crotona East/Morrisania area around our Intervale Green mixed use affordable development. Primary responsibilities include:

- **Commercial Revitalization & Economic Inclusion:** Co-develop, design and deliver neighborhood economy-supporting programs and services, including a three-year Neighborhood 360° commercial revitalization grant funded by the NYC Department of Small Businesses Services (SBS). Plan, develop, implement and/or evaluate projects to respond to needs identified in the area's Commercial District Needs Assessment around Southern Boulevard, including cleanliness and beautification, small business support and retention for businesses to adapt and grow, district marketing to engage more local shoppers, and merchant organizing. Leverage project management and data tools (Salesforce, etc.) to manage, monitor and measure program metrics and impact. Engage in professional development, networking and knowledge-sharing as a member of the city's cohort of Neighborhood 360° program managers dedicated to executing commercial revitalization programs across NYC.
- **Communications and Reporting:** Develop and share communication materials highlighting services and events for local businesses, residents and other stakeholders online, on social media and in print, using Canva, Adobe or other graphic design tools. Facilitate conversations that engage stakeholders on the opportunities, issues and projects impacting the Southern Boulevard corridor. Help report on program outcomes for quality improvement, partner and funder communications and media requests. Connect local stakeholders to additional economic development resources offered by the City of New York. Become a local thought leader who is deeply versed in the neighborhood's history and context, driving economic equity and justice in underserved communities of color.
- **Collaboration and Innovation:** Coordinate, host and/or participate in local meetings and events, including community board, precinct council, school and cultural events and more, to engage community groups, residents, elected officials, business owners, clergy, young people and other

stakeholders in commercial corridor efforts. Identify opportunities that leverage area strengths and bridge gaps for area stakeholders, especially given impacts of historic disinvestment, real estate pressures and the pandemic. Liaise and advocate with multiple City agencies including SBS, DOT, NYPD, DSNY, and DCWP to leverage additional attention, resources and support for program initiatives. Build strong partnerships and relationships with community members, partners and agencies, across sectors and coalitions, to build community power and spur change in areas of identified need, in order to meet program and neighborhood goals.

Qualifications:

- College degree and minimum of 5 years of relevant experience in community development, commercial revitalization, small business development, and/or community planning/policy.
- Committed to engaging and serving multi-ethnic communities that are majority immigrant or BIPOC.
- Demonstrate a passion for creating and maintaining strong, vibrant neighborhoods and corridors.
- Proficiency in Spanish required. Arabic, Asian and/or African languages a plus.
- Skilled in MS Office.
- Adept with social media.
- Graphic design, web design, or GIS a plus.
- Strong aptitude for interpreting data and data trends. Experience with Salesforce desired.
- Motivated, creative, and resourceful team-player who takes initiative, works efficiently and with accuracy, and follows-through.
- Excellent project or contract management experience: ability to coordinate and manage multiple tasks simultaneously within deadlines.
- Exceptional communication skills for timely and clear reporting, presentations and customer service.
- Self-directed with strong sense of accountability and good judgment. Sense of humor a plus.
- Willing and able to work effectively and collegially hybrid (remote/in-person).
- Available evenings and/or weekends for site visits, events, meetings, etc. as needed to fulfill duties.

Must be willing and able to work a hybrid remote/in-office schedule to start, and work a fuller in-office schedule as needed.

NOTE: All new hires must provide proof of having received at least one dose of a U.S. Food and Drug Administration ("FDA") authorized COVID-19 vaccine by their first day of employment, and proof of full vaccination within 30 calendar days.

WHEDco offers a generous paid time off policy and a comprehensive benefits package, including medical, dental and vision plans.

TO APPLY: please email your résumé and cover letter to comdev@whedco.org, with SENIOR PROGRAM MANAGER in the subject line.

Our Commitment to Diversity, Equity, Inclusion and Interdependence (DEI)

WHEDco represents our commitment to diversity, equity, inclusion and interdependence in our work supporting Bronx families, our employment practices and our respect for each other. We stand firm as an organization in our support of equality and justice. We reject and disavow false narratives of criminality, otherness, poverty, and marginality that are used historically to subjugate Black, Indigenous, People of Color (BIPOC) and other underrepresented and oppressed groups in the communities we serve. Our strength is rooted in our diversity, in how we celebrate and value our differences as much as the things we share in common. WHEDco's commitment is to build safe, supportive places and spaces for staff and community members where racism and discrimination are not tolerated.

WHEDco affords all qualified applicants equal employment opportunities without discrimination because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, or any other category protected by law. WHEDco follows the requirements of the New York Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.