

MEATPACKING DISTRICT

32 Gansevoort St. 5th Floor
New York, NY 10014
212-633-0185

@MeatpackingNY
hello@meatpacking-district.com
meatpacking-district.com

Position Title: Economic Development and Market Planning

Reporting To: Executive Director

Salary Range: Commensurate with experience

POSITION SUMMARY

The Economic Development and Market Planning position will create and manage reports and programs to enhance the district's streetscape, promote retail and commercial activity, and develop tracking measures to determine the neighborhood's overall economic growth. The position will facilitate connections between Meatpacking's businesses and other area resources and be responsible for internal operational leadership related to contracts, plaza activations, database management and maintenance agreements. The position reports directly to the Executive Director with a high-level of interaction with the Board of Directors.

Duties and Responsibilities

- Create, distribute, and analyze an annual survey to better plan programming and policy
- Track and analyze data on quality of life issues, ground floor retail and retail vacancies, and district maintenance
- Manage programs and data to support retail attraction
- Engage real estate developers, brokers and others to inform them of programs and educate them on investment opportunities
- Develop and manage web and print collateral with content related to the BID's Demographic Report
- Develop and maintain deck to curate and promote plaza activations
- Execute contracts for plaza and park activations; oversee day-of activities
- Work with Marketing staff to develop content for various marketing tools, including monthly e-newsletter, website, blog, and social media outlets
- Track use and capital replacement needs of maintained street furnishings, including bistro tables and chairs, umbrellas, granite blocks, barricades, and planters
- Contribute to content creation in the office, including through generating blog posts, pictures, and relevant social media input
- Craft and/or review Requests for Proposals (RFP's), write specifications for contracts and work with staff internally to supervise all contractors. Ensure that written specifications are fulfilled and manage some contracts directly as needed

Office Management

- Budget preparation and compliance
- Attend meetings on behalf of organization
- Maintain District contact database
- Oversee distribution of Economic Development materials
- Coordinate with PR and marketing team on report planning and announcements
- Hire and supervise graduate and undergraduate interns on an as needed basis

Qualifications

- College degree in urban planning, or related field
- 2-4 years experience working in government, neighborhood economic development, small business assistant or public policy
- Strong interest in place making, real estate, public service, and/or community economic development
- Ability to manage databases and government reporting
- Proficiency in MS Office Suite, Adobe Suite, Google Analytics
- Strong written and oral communication skills
- Entrepreneurial and creative, with a strong team spirit and work ethic

To apply, please send cover letter and resume to BD@meatpacking-district.com. Please, no phone calls.