

---

## **EXECUTIVE DIRECTOR**

Citywide Development Corporation, New Castle PA 16101

### **POSITION SUMMARY:**

This full time position provides visionary, strategic, active oversight, and management of the ‘Hometown Blueprint Plan’ implementation. This executive role serves as a leader in the community who builds capacity, and creates the conditions which are conducive for community and economic growth in the City of New Castle. He/she will work to promote and strengthen the vitality and appearance of the downtown business district and strengthen the economic base for the municipality.

While the Director will oversee the forward momentum of the entire ‘Hometown Blueprint Plan’, he/she will offer particular attention initially to the following goals:

1. Working with the board to establish effective governance, operations, and sustainability of the New Castle Citywide Development Corporation (NCCDC).
2. Funding and resource development for the implementation of the plan and sustainability of the organization, while also writing or assisting with grant applications (like NPP, CDBG, Keystone Communities, and more). Grants could be directed toward the CDC or the municipality, wherever most appropriate.
3. Facilitating move-in ready spaces in downtown New Castle for business and housing with focus on creative re-use of a vacant lot on Apple Way, sculpting a private/public partnership for a Public Market, and starting a façade program.
4. Additionally, coordinating 2 large events downtown each year that increase foot traffic for current business owners, provide positive ‘hometown’ experiences and marketing, and build a sense of community.

The Director will manage a variety of construction, development, and planning initiatives with emphasis on sustained funding and partnership/resource development. He/she serves as an active liaison between elected officials, funders, property owners, and works closely to build ties between the City administration and the NC CDC. He/she should be strong in organizational skills, an effective communicator, a ‘bridge builder’, and strong writer with an ability to connect, overlap, and leverage projects so that they aren’t seen individually, but as part of implementing the whole vision.

This position is an employee of the City of New Castle and reports directly to the City Administrator. The employee will work with the NC Citywide Development Corporation for guidance, direction, and oversight. The Pennsylvania Downtown Center and Local Initiatives Support Corporation offer direct mentoring and technical support for this position.

### **ESSENTIAL JOB FUNCTIONS**

1. Serve as the Director of the NCCDC by coordinating meetings, leading strategic initiatives, communicating and coordinating with the NCCDC board, overseeing the organization’s finances and record keeping, managing future personnel, and leading efforts to raise the requisite funds to grow and sustain the organization;
2. Lead the steps to prepare and submit an application for a ‘Neighborhood Partnership Program’ (NPP) grant. This includes working with the NCCDC board and City Council/Administration to organize a six year project outline based on the ‘Hometown Blueprint Plan’ (which could include beautification of public spaces, current business owner support, event funds, marketing projects, building/property acquisition and rehab, etc.). He/she will also work closely with the board and City Administration to find corporate sponsors for the NPP which is due in May of 2023;

- 
3. Research and write additional grants to implement elements of the ‘Hometown Blueprint Plan’, leveraging local partners, state and federal resources, and other sources;
  4. Lead and assist in grant writing for the municipality;
  5. Work towards creating a ‘Business Improvement District’ (or something similar) for sustainable funding;
  6. Coordinate and host 2 large events downtown that promote downtown’s defining assets, support buy-local experiences, and communicate unique features through storytelling.
  7. Beginning to establish relationships that expand the capacity of the CDC to implement the plans and create vibrancy downtown. Projects may or may not be led by the CDC, but you will initiate conversations and partnerships to put ideas in motion.
  8. Serve as a liaison for the CDC to City government, New Visions, Blueprint, Forward Lawrence, and other community partners ensuring an alignment of goals, projects, and cooperation.
  9. Maintain communication with the CDC board, City, DCED, and Act 47, as well as provide regular public communications.

**PREFERRED KNOWLEDGE, SKILLS, TRAINING & EXPERIENCE:**

Demonstrated effective communication, organization, management and leadership skills.

Familiarity and experience with revitalization tools and programs such as: Business Improvement Districts, historic tax credits, community development grants, NPP applications, state/federal funding resources.

Knowledgeable about the four-part Main Street approach to economic revitalization.

Knowledge of economic development practices, tools and funding, special events planning and management, business recruitment, and volunteer management.

Ability to work independently with a strong entrepreneurial spirit.

Comfort with and experience raising funds and structuring strategic partnerships.

Knowledge of adaptive building reuse, downtown revitalization, and historic preservation.

Functional knowledge of MS Office Suite and standard office equipment.

Storytelling and social media content creation and management.

**JOB TYPE:** Full-time

**COMPENSATION:** \$58,000-\$63,000 The job includes a 90-day trial period that will be prorated for three months. After the trial period, the contract will be extended on a renewable two-year contract.

**BENEFITS:** Paid time off; observing major holidays when City Hall is closed. 15 pro-rated sick days in the first year.

**EDUCATION:** Bachelor’s degree preferred

**EXPERIENCE:** 3-5 years/background in Urban Planning, Public Policy, Community Organizing, Business, and/or Economic Development or closely related field preferred

**WORK LOCATION:** City of New Castle, PA

---

**INTERESTED APPLICANTS:**

Should submit via email [cfrye@newcastlepa.org](mailto:cfrye@newcastlepa.org) to Chris Frye, City Administrator, the following by 2/15/23:

1. Cover Letter
2. Resume
3. Brief portfolio highlighting your qualifications and approach/vision for this role
4. Minimum of five (5) professional references