

# Souderton Connects Full Time Manager Posting

## About Souderton Connects

Souderton Connects is a non-profit organization managing Souderton Borough's Business Improvement District (BID), whose purpose is to help brand, market and beautify Souderton and promote the common interests of its businesses. We do this through strategic attention to business and economic development, streetscape beautification, community events, and other initiatives that improve the economic vitality of Souderton.

## Full Job Description

Business Improvement District Manager

Full Time Position

\$45,000 - \$50,000 annual salary

## Position Overview

Souderton Connects is looking to hire an enthusiastic individual with a strong work ethic and interpersonal skills, who is self-motivated and has a great attention to detail. The manager is responsible for overseeing the Business Improvement District growth, multiple events within Souderton borough and fundraising.

The ideal candidate will have experience fostering relationships with individuals to bring them on board with the organization's vision. They will also have experience coordinating multiple events per year, including organizing volunteers and delegating tasks, obtaining sponsorships, and handling all logistics.

## Your Objectives

- Continue to foster the relationship between Souderton Connects and BID stakeholders and businesses, and Souderton Connects and the Souderton Borough Council
- Efficiently organize and run multiple events throughout the year
- Meet or exceed fundraising initiatives

## Your Responsibilities

- BID Liaison
  - Visit 1-2 BID businesses a week to promote Souderton Connects programs and resources. Solicit their feedback and suggestions for improving Souderton Connects and foster the relationship between Souderton Connects and the BID businesses.
  - Encourage BID businesses to take advantage of the various BID perks, such as advertising on the digital sign or in our social media.

- Write and distribute monthly e-newsletters to BID membership.
  - Onboard new businesses opening in the BID.
  - Coordinate with Economic Development to organize ribbon cuttings for new BID businesses.
  - Coordinate with our marketing representative and the Economic Development committee to organize marketing needs for BID businesses, such as press releases for ribbon cuttings.
  - Mail annual meeting invitations to BID membership.
  - Seek to introduce new prospects to the BID.
  - Get the yearly BID assessment list from the county/borough, and coordinate with the bookkeeper to have annual assessments sent out.
  - Maintain a contact list of BID membership, which will include meeting with the business and/or property owners to confirm contact list information is correct.
- Souderton Borough engagement
    - Attend monthly borough meetings on behalf of the board and update the Executive Committee.
- Coordinate Events
    - Create and maintain procedural manuals for each event, including timeline, contact information for important parties, such as vendors, musicians, etc.
    - Seek out and secure sponsorships for events.
    - Coordinate marketing needs for events with the Events Committee and marketing representatives.
    - Send out event email blasts to the public to promote events/find vendors; make sure event vendor forms are posted on the website and maintain each event vendor list.
- Manage Task Forces
    - Events: Each event has its own task force.
    - Fundraising: This task force pursues fundraising, sponsorships, grants, and other financial resource development.
    - Volunteer: Recruiting, cataloging, organizing and supporting volunteers. This includes supporting committees and task forces that need volunteers.
    - For each task force, the Manager must give an overview report to the Board each month.
- Administrative duties include but are not limited to:
    - Providing weekly reporting to the President, on the status of projects and how time was spent.
    - Answering and routing emails and phone calls.
    - Coordinating with the Secretary on the taking and storing of minutes and onboarding of new board members. Create new board member bios as needed. Must be present at all board meetings to assist the Secretary in taking notes.
    - Creating annual report in conjunction with bookkeeper, committee chairs and board.
    - Working with board/committee chairs to plan the annual meeting.
    - Maintaining the Souderton Connects website, including: keeping the calendar of events up to date; making sure resources on the website, including the Board Meeting schedule and Souderton Connect bylaws, are up to date; keeping the vacant business property list up to date; creating any forms needed for the website, such as sign-ups for events.

- Tracking board member attendance, terms, contact information, and which committees they are serving on.
- Encouraging community members to join our committees and referring them to the committee chairs.
- Coordinating with the Bookkeeper day-to-day operations.

### **Logistical Requirements**

This position is remote and will require applicants to provide their own reliable internet connection, computer, cell phone, and transportation.

### **Proficient in:**

- Google Workspace / Microsoft Office
- Advertising tools
- Social Media Platforms
- Some knowledge of WordPress and Wix
- Graphic Design experience is a plus