Union Square Partnership

Executive Director

New York, NY

drg talent consulting experts

UNION SQUARE PARTNERSHIP

About the Union Square Partnership

Union Square is a hub and gathering place for business, entertainment, politics and protest, and recreation. At any given moment, a visitor to Union Square might encounter friends gathered together in the park, the bustling and iconic Green Market where New Yorkers from all over shop for the freshest local produce, musicians playing on the sidewalks, and some of the most delicious restaurants in the City to grab lunch or dinner. For the people who live and work within the district, Union Square is NYC's downtown Times Square.

Union Square Partnership (USP) is the leading advocate for the Union Square-14th Street district. USP was founded in 1976 and is comprised of two 501(c)(3), non-profit organizations – the Union Square Partnership, Inc., a local development corporation (LDC), and the Union Square Partnership District Management Association, a business improvement district (BID) founded by the LDC in the early 80's. Together, they have a budget of over $4 million.

USP's mission is to enhance and maintain the Union Square-14th Street's reputation as one of New York's most vital and lively neighborhoods. For the last four decades, USP has maintained a clean and safe environment for the area's businesses, residents, and visitors, spearheaded area improvement projects, and marketed the diverse business and retail options in this vibrant and historic neighborhood.

In January 2021, USP unveiled a bold new vision for transforming the Union Square-14th Street area into New York City's most vibrant, engaging, and accessible space. The Union Square-14th Street District Vision plan centers on five key improvements prioritizing multi-modal accessibility, district-wide connectivity, and substantial increases in public open space. The Vision Plan also brings under one cohesive vision several critical City initiatives including NYC Parks' Parks Without Borders, and NYC DOT's Plaza Program, the 14th Street Busway, and their plans for the pedestrianization of Broadway. This is a pivotal moment for the oldest BID in NYC to play a key role in driving the physical transformation of one of the centers of NYC life and charting an exciting future for Union Square and its community.

The Union Square Partnership's achieves its mission through a myriad of programs and services that enhance the neighborhood, focusing on the following key areas: public works & capital improvements, marketing & business development, community programming & special events, working with law enforcement, park beautification, and streetscape beautification. USP also oversees and maintains important public realm projects as a partner of New York City's Department of Parks & Recreation for Union Square Park, and the Department of Transportation for the Union Square's Public Plaza.

USP is overseen by the Executive Director and its Board of Directors, comprised of Union Square's leading civic leaders from its corporate sector, academic institutions, and cultural community.

For more information on Union Square Partnership, please visit https://www.unionsquarenyc.org/.

Executive Director

The Board of Directors and Union Square Partnership seek a dynamic and highly collaborative leader to take the helm of the organization's vision and operations, driving USP into its next phase of impact at a pivotal point in its history. This incoming individual will lead opportunities to bring together partners within the district, promote collaboration and innovation, and expand upon USP's history as the oldest BID in the City.

The Executive Director (ED) will be adept at nurturing existing and developing new relationships in the community, as well as building networks to advance the mission of the organization. The ED will provide oversight of USP's programs and serve in the role of mentor and leader for staff. They will work hand in hand with the 25-member Board of Directors on overall strategy, organizational mission and vision, program development, fundraising, and other priorities.

The ED will manage an administrative team of eight, as well as outside contractors, and is responsible for oversight of all USP functions, its office, and personnel.

The successful candidate must be able to skillfully manage complex challenges, stakeholder dynamics, and historical relationships. They will be a skilled communicator, with the ability to effectively communicate the mission of USP and the needs of the community to elected officials, government representatives, and other diverse stakeholders. The ED will be a determined advocate for the district and will be able to effectively address complex problems by identifying and negotiating creative and innovative solutions.

Responsibilities

The Executive Director will be a strong network builder and collaborator, with the ability to work on behalf of a broad constituency base and adeptly balance the needs of diverse members of the community including property owners, local businesses, residents, City and State government officials and agencies, appointed officials, community boards, neighboring institutions, non-profit partners, and others.

Strategic Vision and Leadership

- Drive forward and execute upon USP's Vision Plan, advancing the key priorities and milestones that will enable the Vision Plan to come to life

- Work in collaboration with the 25-person Board of Directors and its empaneled subcommittees to advance USP's strategic vision and organizational goals
- Communicate a shared vision and strategy for the organization internally and externally

Executive Management and Operations

- Provide oversight and manage day to day operations of both the BID and the LDC, to achieve organizational goals, while managing for current and future priorities
- Oversee, create, and implement innovative and impactful programming across areas including clean and safe, marketing, public improvements, and public programming
- Align staffing with organizational strategy and priorities
- Provide inspirational leadership and direction to a team of 8 full time staff, part time staff, interns, consultants, and contractors
- Lead the development of an inclusive and highly collaborative team culture that readily embraces change and effectively takes on new challenges

Partnerships, Collaboration and Public Engagement

- Be a highly visible and active presence in the community, fostering existing and building new relationships with key stakeholders; strengthen USP's physical presence in the district
- Serve as a highly sought after community leader and high-profile spokesperson, representing the USP and the district through public engagements, press interviews, and other speaking engagements
- Strategize, identify, and expand upon the existing fundraising pipeline for USP, including reimagining fundraising events, corporate and government partnerships, and individual opportunities
- Act as a liaison for the BID to NYC government agencies
- Oversee USP's marketing and public relations strategy to ensure that the district maintains its reputation as a vibrant, high-profile and diverse "go-to" neighborhood in NYC
- Leverage media platforms in a professional capacity to raise awareness of USP's mission and strategic priorities

What We Are Seeking

- A deep love and appreciation for the Union Square district, its historical significance, industries, and community
- Undergraduate degree required; master's degree in public administration, public policy, business, or not-for-profit management preferred

- 10+ years direct experience in one or more of the following areas preferred: community development, economic development, marketing and programming, community relations, communications, or program development and program management
- A strategic and creative big-picture thinker, who is also detail-oriented and able to operationalize vision and strategy into achievable milestones
- Must have and experience working within and/or with New York City government, its agencies and offices
- A demonstrated track record of building a collaborative and transparent workplace that invests in and develops staff
- Experience developing and managing teams and working collaboratively with a diverse Board of Directors
- The ability to manage multiple projects and challenges simultaneously while consistently driving towards results
- Strong interpersonal and communication skills; the ability to galvanize others behind a common mission and vision
- A natural connector and community builder with the capacity to forge strong relationships and networks with diverse stakeholders
- Demonstrated savviness in marketing and communications; experience with corporate sponsorship agreements preferred
- Demonstrated track record of overseeing the planning and implementation of large-scale fundraising events

Salary and Benefits

The salary range for this position is $190,000 to $210,000 with a comprehensive benefits package.

To apply for this position, please click HERE.

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