

Broad Street Market Alliance

Job Description: Executive Director

The Executive Director is the key management leader of Broad Street Market Alliance (BSMA). The Executive Director is responsible for overseeing the administration of the Market and guiding the programs and strategic plan that strive to achieve the mission of the organization. Other key duties include vendor recruitment, marketing, and community outreach. The ideal candidate will possess strong strategic planning, fiscal stewardship, and interpersonal skills needed to run a successful non-profit organization. The position reports directly to the Board of Directors.

GENERAL RESPONSIBILITIES:

Board Governance: At the direction of the Board of Directors, works to fulfill the BSMA mission.

- Lead the operation of the Broad Street Market and the BSMA in a manner that supports and guides the organization's mission as defined by the bylaws and the Board of Directors.
- Implement the BSMA's strategic plan as adopted by the Board.
- Communicate effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions and overall visibility of the Market in the community.
- Implement policies and directives of the BSMA board of directors.
- Make suggestions to the Board and keep the Board apprised of Market conditions
- Assist the Board in Developing Policies & Procedures and is responsible for implementation after Board approval.
- Coordinate and attend meetings of the Board of Directors.
- Coordinate and implement committees with the Board of Directors.
- Provide monthly Board reports on the status of the Market conditions, including but not limited to major repairs, vendor issues, marketing activities, and financials (including listing of all vendors and status of rent receipts).

Financial Viability and Business Administration: Develops a strategic plan that will generate sufficient resources to ensure the financial health of the organization.

- Develop and maintain sound financial practices and work with the BSMA Treasurer to prepare annual budgets and submitting monthly financial statements which accurately reflect the financial condition of the organization to the Board.
- Maintain effective fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
- Maintain accurate financial records of vendors and the Alliance.
- Assist with annual budget process and audit preparation.
- Establish and maintain organized, accurate records and files for all BSMA internal business.
- Establish and maintain organized, accurate records and files for each vendor business.

Organization Operations: Oversees and implements appropriate resources to ensure that the operations of the organization are functional and self-sufficient.

- Hire and work to retain competent, qualified custodial or other support staff.
- Execute contracts, agreements, and other instruments and seek board approval and authorization for those that exceed \$5,000.
- Assure effective and uniform application of the Administrative and Personnel Policies currently approved by the Board of Directors and provides recommendations to the Board as appropriate from-time-to-time to update the Policies.

- Supervise all subordinate staff.
- Conduct annual performance reviews.
- Train, motivate, direct, and discipline staff.
- Understand and follow human resource laws and accepted standards.
- Approve time sheets and oversee payroll.
- Review and approve contracts for services.

Vendor Relations: Responsible for identifying qualified prospective vendors to keep vacancy at a minimum and assure vendor retention and recruitment that upholds the financial stability and diversity of the Market and fulfills the BSMA mission.

- Evaluate the qualifications of prospective vendors to rent space, ensuring a diverse mix of stands that meet the mission goals for approval by the Board.
- Assign stall space.
- Attract seasonal vendors to rent outdoor space.
- Provide guidance and assistance to assure mutual benefit and success of both the market and the individual vendors.
- Communicate and enforce Market policies and procedures to as outlined in the lease agreements, rules and regulations.
- Supervise and ensure a collaborative relationship between organization staff and Market.

Public Relations and Marketing: Responsible for the enhancement of the Broad Street Market's image by being active and visible in the community and by working closely with other professional, civic and private organizations.

- Develop and implement an annual communications plan including advertising, public messaging, and special events.
- Handle public media statements as required.
- Implement marketing initiatives to increase business and enhance the public image of the Market.
- Coordinate social media and advertising programs for and with the vendors.

Community Engagement: Maintain an environment that recognizes and celebrates the diversity of the citizens of the City of Harrisburg, fosters their social and economic interaction, and insures inclusiveness in all aspects of the operations of the Market.

- Develop and maintain positive relationships with all relevant government and regulatory agencies, including City of Harrisburg Officials, the Mayor's Office, City Counsel, and City Health Officer, as well as State, Federal and other agencies as required.
- Coordinate business, food, and agriculture-related education sessions for vendors and the public.
- Organize special events that celebrate the City's diversity through food and other cultural offerings.

Physical Requirements: While performing the duties of this position, the Executive Director is regularly required to walk and stand, and to frequently see, talk, and hear. The employee is to move about; use hands and fingers to feel, handle, or operate objects, tools or controls; reach with hands and arms; and bend and crawl to access equipment and materials. The employee may be required to lift, carry, push, pull or otherwise move an object weighing up to 30 lbs. Work involves exposure to the elements.

Hours: The Market operates Thursday through Saturday. The Executive Director is required to maintain at least a forty (40) hour work week and should be present during most hours of operation. Evenings and additional time commitments will be required occasionally.

Supervision Received: The Executive Director reports to the Board of Directors of the Broad Street Market Alliance, with the Chairperson of the Board as a primary point of contact.

FLSA Status: This is an exempt position, as defined by the Fair Labor Standards Act. Therefore, the Executive Director is not entitled to overtime or compensatory pay.

Professional Qualifications:

- A bachelor’s degree
- Transparent and high integrity leadership
- Five or more years senior nonprofit management experience
- Solid, hands-on, budget management skills, including budget preparation, analysis, decision-making and reporting
- Strong organizational abilities including planning, delegating, program development and task management
- Strong written and oral communication skills
- Ability to interface and engage diverse vendor, volunteer, and community groups
- Demonstrated ability to oversee and collaborate with staff
- Strong public speaking ability
- Proficiency with computer software programs, including Microsoft Office.
- Experience with small business development, marketing, public relations, and advertising strategies
- Food industry experience helpful

This is a general listing of the work required by me. Other tasks may be required at the direction of the Board. My signature is to show I have received a copy and intend to fulfill the work described.

Signature:

Date:
