

ORGANIZATION: Fifth Avenue Association
POSITION: President
REPORTS TO: Board of Directors
LOCATION: 16 East 52nd St, New York, NY
WEBSITE: FifthAvenue.nyc
TO APPLY: Please send cover letter and resume as one PDF to FifthAvePresident@pbrsearch.com with title format "Last Name First Name – Letter Resume."

BACKGROUND

The Fifth Avenue Association's mission is to ensure Fifth Avenue continues to be the most iconic, welcoming, dynamic, and engaging luxury retail avenue in the world. Spanning 46th Street to 60th Street along Fifth Avenue and extending along 57th Street between Madison Avenue and Sixth Avenue, the Business Improvement District (BID) has an annual budget of ~\$8M, ~40 staff, and a stellar reputation for providing supplemental security and sanitation services. The consistency and dependability of these services have allowed Fifth Avenue to maintain its status as one of the best shopping streets in the world. Today, over 100 years since its founding, the Association faces new challenges and opportunities. Technology, work-from-home, and demographic changes are producing seismic shifts in the retail industry, with important implications for commercial and residential real estate. Successful retail brands are reinventing their business strategies specifically focused on customer engagement, acquisition, and retention. Additionally, Fifth Avenue is facing new competition locally and globally, from other retail districts in New York and around the world. The Association is implementing exciting programs and initiatives to ensure Fifth Avenue remains the best example of a global high street, one that serves all New Yorkers including office workers, retailers, tourists, and locals alike.

POSITION

The Fifth Avenue Association is seeking a proven leader and seasoned manager who can identify, develop, and implement strategies to protect and enhance the power of the Fifth Avenue brand, while ensuring the district retains its distinctive character for shoppers, tourists, office workers, and residents. The president will lead a staff of ~40, ensuring the team executes against strategic direction for all aspects of the organization, including placemaking changes, marketing and external relations, organizational growth, development, and sustainability. At the same time, they will ensure the existing services of the BID remain at the highest level. The president will be an energizing leader who will inspire and motivate staff, board members, and a wide range of partners to realize a powerful vision for Fifth Avenue.

RESPONSIBILITIES

- Set and drive the strategy for elevating the status and image of Fifth Avenue as the premier high street in New York City and the world.
- Provide strong, effective, clear leadership to a group of committed staff members; be an advocate for their work and a positive and accessible presence across the organization.
- In partnership with the board and its committees, effectively communicate the BID's goals internally to the board and staff and externally to the general membership so that all stakeholders understand their roles and responsibilities in moving the organization forward.
- Build relationships with the retailers and brands on the Avenue and cultivate others to join in the effort to ensure it remains the best example of a global high street.
- Bring a sophisticated perspective to marketing, social media, and events and ensure the teams responsible for them leverage all opportunities to promote Fifth Avenue and raise its profile among New Yorkers and visitors alike.

- Foster and maintain positive relationships with Community Board 5, business leaders, government agencies, community organizations, and elected officials, and anticipate and respond to governmental actions that have implications for the district.
- Coordinate the BID's supplemental programs with appropriate City agencies such as Police, Sanitation, Transportation, and Small Business Services. Work closely with the Department of Transportation to streamline bus and car traffic on the Avenue.
- Communicate regularly with the media and other outlets to raise public awareness of the BID's role as a welcoming place for all.
- Oversee the vice president of operations and planning to ensure that the BID operates within budget, optimizes resources, and maintains a positive financial position.
- In tandem with a committed board and staff, actively seek and grow new sources of funding to build the long-term financial sustainability of the BID.
- Ensure best practices for security and street cleaning are being met throughout the district 365 days a year.
- In partnership with the board, determine how best to expand the boundaries of the BID.

OUTCOMES

- Effectively lead a goal-centered, high performing, and engaged team able to meet the needs of the organization and the BID's constituents.
- Provide the vision for and implement all experiential attractions on the Avenue, including Fifth Avenue Blooms™ and holiday celebrations.
- Partner with brands and retailers in driving promotions and programs to generate revenue through effective marketing and productive partnerships.
- Partner with the world's top cultural institutions and hotels to increase visitor traffic and drive occupancy.
- Implement policies, procedures, and best practices to increase retail sales for the stores along the Avenue.

QUALIFICATIONS

The ideal candidate is a strategic leader and an experienced manager with the ability to set the vision for an organization and execute against it to achieve desired outcomes. Specifically, the president will have:

- Seasoned executive leadership experience in New York City, with a track record of leading high-performing teams, solving problems effectively, and setting and realizing organizational objectives.
- Working knowledge of the retail, hotel, and restaurant industries, with an innate understanding of the power of hospitality to make people feel welcome and engaged.
- An understanding of government relations, knowledge of the New York City government landscape, or the ability to understand the levers of government and build relationships with key government leaders when and as necessary. Knowledge of urban planning/zoning policies and practices is a plus.
- Experience overseeing effective marketing and social media campaigns to increase visibility and drive audience engagement.
- Experience overseeing the planning and execution of high-profile, large-scale events.
- Experience participating in "placemaking" activities that involve planning, designing, and managing public spaces to improve the quality of life for the people who live, work, play, and learn in them.
- Compelling written and verbal communication skills with the ability to advocate for the BID's work to a range of audiences, including the board, building owners, government officials, media professionals, staff, and partners.

COMPENSATION

- Anticipated minimum salary \$300K; commensurate with experience.
- Attractive, competitive benefits package including PTO, retirement plan, health insurance, and transportation reimbursement.

Frequently cited statistics show that women and people from underrepresented groups apply to jobs only if they think they meet 100% of the criteria. If you meet many but not all the criteria and feel you may be a good fit for the role, Fifth Avenue Association encourages you to apply.

Fifth Avenue Association is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, Fifth Avenue Association will provide reasonable accommodations for qualified individuals with disabilities.