

**CITY OF HUNTINGTON PARK**  
**CLASS SPECIFICATION**

**BUSINESS IMPROVEMENT DISTRICT MANAGER**

Civil Service Status: Exempt	Bargaining Unit: Non-Represented Employees
Probationary Period: At-Will	Approved by City Council 06-01-09
Classification Series: Community Development	Resolution No.: 2009-61
FLSA Status: Exempt	

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

**DEFINITION**

Under general direction of the Business Improvement District (BID) Advisory Board and Director of Community Development this management position performs responsible professional work in the preparation and implementation of the City’s BID program activities and performs related work as required.

- Responsible for conducting the daily business and operations of the BID in accordance with the policies set by the City of Huntington Park and the BID Advisory Board;
- Responsible for the BID’s implementation of the Strategic Plan for Downtown Management and providing information and guidance to the BID Advisory Board in formulating objectives and decisions of general policy;
- Provides continuity and direction for the BID and plays both a lead and supportive role in representing the organization in its public outreach, marketing research, advocacy and promotional efforts for the area;
- Responsible for the general administration, including fundraising, membership relations, planning and program development, budgeting and financial functions, and membership services including communications with members and providing staff support to the BID Advisory Board. Manages and supervises contracts, consultants, interns and the BID Budget.

**EXAMPLE OF DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

The BID Manager promotes the Downtown as a destination and resource for local, regional, national and international consumers through:

- Public outreach, speaking engagements, media relations, and education;
- Expansion, retention, and recruitment of business activities for the Downtown and City;
- Providing information to BID constituents, residents and visitors, including international delegates;
- Maintenance of BID website showcasing the BID and links to its constituent entities;
- Creation and dissemination of a downtown newsletter;
- Development and implementation of a marketing plan to promote BID festivals, events and other neighborhood activities including participation in all BID sponsored or co-sponsored events;
- To work in partnership with the BID Advisory Board to accomplish the BID mission, serve as the principal resource to the Board and the primary advocate for the BID;
- Provide leadership in developing measurable objectives and a relevant annual work plan to achieve Strategic Plan goals with the Advisory Board;

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- Promote the active involvement of Advisory Board members, committees, and other volunteers in all areas of the organization's work.

BID Manager develops and maintains effective communications with the Advisory Board, City and Chamber of Commerce and other organizations regarding all of the BID functions and BID members to keep them well informed of the BID's progress and about matters affecting the areas of interest to its constituents:

- Maintain a working knowledge of significant developments and trends in areas that affect the downtown shopping district;
- Establish and maintain effective work relationships and cooperative arrangements with the City of Huntington Park, local elected officials, Chamber of Commerce and other business organizations to help achieve the BID's goals;
- Represent the BID and its programs at City meetings such as City Council, Planning Commission, Historic Preservation Commission and others as needed.

BID Manager operates the BID as an effective business entity, in compliance with federal, state and local regulations and assures its strong fiscal health:

- Maintain official records and documents to ensure compliance with federal, state and local regulations;
- Develop an annual budget with the Advisory Board to carry out the priority work of the BID and operate within the funded budget;
- Provide monthly budget report and forecasts to the BID Advisory Board;

BID Manager carries out the administrative work of the BID office including:

- Financial administration of the approved budget, processing of invoices and contract payments;
- Prepare the annual budget, annual report and work plan for review and approval by the BID Advisory Board and City Council;
- Conduct the BID Annual Renewal process;
- Work with the Advisory Board and committee chairs to establish and notice meeting agendas and record the actions taken in the meeting minutes;
- Supervise temporary or permanent staff, development and maintenance of office systems and administrative procedures;
- Correspondence to City of Huntington Park's City Council, staff and, Chamber of Commerce and BID Membership;
- Assumes responsibility for ensuring the duties of the position are performed in a safe, efficient manner;
- Performs related duties as assigned or as situation requires;

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**MINIMUM QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

**Knowledge of:**

- Local government agencies and experience working effectively with City departments;
- Media relations processing strong marketing and public relations background;
- Events management with strong history of organizing and managing events;

**Skills:**

- Possess skills to word process general correspondence, spread sheets, and reports using a personal computer and software applications;

**Ability to:**

- Demonstrate strong outreach in outstanding customer/membership relations, and willingness and ability to maintain a positive working relationship with BID membership and partner organizations;
- Be a self starter able to plan and implement strategies;
- Demonstrate management ability and a sincere commitment to the goals of the BID and its members;
- Work effectively within a multi-cultural Bilingual environment (English/Spanish);
- Work varying and flexible work hours;
- Establish and maintain smooth and effective working relationships and resolve conflicts;
- Handle confidential information with discretion;
- Understand and interpret provisions the municipal code, MOU's Administrative Policies and Departmental Rules and other City Policies related to their respective job duties;
- Review and evaluate employee's job performance;
- Effectively supervise subordinates;
- Foster a teamwork environment;
- Plan, organize and prioritize progress;
- Lead, coach, instruct and motivate employees;
- Provide leadership and work instructions;
- Willingness to initiate, recommend and carry out personnel actions as required;
- Organize, assign, schedule and delegate workload among employees;
- Speak before groups of people;
- Effectively manage workplace diversity issues in a diverse organization;
- Work necessary hours and times to accomplish goals, objectives and requires tasks;
- Effectively communicate both orally and in writing;
- Deal with all levels of employees and the public;
- Initiate and accomplish work in a timely manner;

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- Assume responsibility for providing effective customer service;
- Effectively handle irate customers;
- Assume responsibility for maintaining a safe working environment;
- Develop necessary skills from on-the job training and meet the standards of performance or higher for the classification by the end of the probationary period;

**Education and Experience Guidelines** – *Any combination of equivalent education, training and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Education/Training:**

A Bachelor's degree in Business Administration, Public Administration, city planning, public relations/communication, marketing, or other closely related field from an accredited college or university.

**Experience:**

Three (3) years of progressively responsible economic or business development experience; A Master's degree in one of the aforementioned areas of study could be substituted for one (1) year of practical experience.

**License or Certificate:**

A valid California Class C Driver's License and a satisfactory driving record.

**Physical Requirements:**

Must meet approved physical and pre-placement medical standards for the position.