



Organization: Old Town Fairfax Business Association, Inc.

Position: Executive Director, Full Time

Reports To: Board of Directors

Location: Fairfax City, VA, 22030

The Old Town Fairfax Business Association (the “OTFBA”) seeks a transformational leader who can set the organization on a future-oriented course that capitalizes on its growing membership base and defines new areas for growth, innovation, engagement, and fundraising.

BACKGROUND

The OTFBA promotes a thriving economy that enhances Fairfax City’s quality of life and strengthens member businesses. The OTFBA works to reaffirm and support Old Town as the City’s social, cultural, and economic center by emphasizing community organization, program promotion and development, design, and economic development.

The OTFBA is a **district management organization (merchant association)** which serves as a central voice for businesses, commercial property owners, and the community in the Historic Old Town Fairfax and Transition Districts. The OTFBA helps define Old Town Fairfax as a destination for shoppers, visitors, and residents by developing and promoting the brand of Old Town Fairfax through streetscape and placemaking events, developing programs that connect businesses with guests and the GMU community, and strengthening Old Town Fairfax’s sense of place. The OTFBA promotes the preservation and development of the Old Town Historic and Transition districts; it endeavors to make the area more attractive and accessible and enhances the public perception of the Old Town commercial area with targeted messaging and communications among and for businesses, patrons, visitors, GMU students, and the City of Fairfax.

POSITION

The OTFBA Executive Director is responsible for leading and managing all aspects of the OTFBA including, but not limited to, program development and implementation, fundraising, budget creation, and membership engagement. This also includes representing the organization at public events (daytime or evening), and scheduling and implementing all meetings of the Board as necessary.

The Executive Director is expected to be a creative presence throughout the geographic boundaries (map included) of the OTFBA and within the City of Fairfax, working to promote programming that supports district-businesses and provides meaningful visibility to those businesses throughout Northern Virginia.

The Executive Director will work with, develop, and be accountable to a board of directors elected annually by the membership. The board of directors will exercise oversight of the

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oldtownfairfax.org

Executive Director, but will be a collaborative partner in programming, budget, and staff development. The board is composed of business owners, community members, and the City of Fairfax's economic development office.

RESPONSIBILITIES

- Lead, manage, and inspire the board of directors, staff, consultants, etc. and foster a culture of neighborhood cohesion and collaboration.
- Work with the Treasurer and Chair to develop an annual operating budget for programs, research and apply for grants, administer the funds of the organization, and to maintain accurate financial record keeping;
- In consultation with the board, develop an annual fundraising strategy.
- Responsible for marketing and business support efforts, including writing and editing stories for the OTFBA website and social media.
- Develop and implement annual plans for OTFBA programs; for example, but not limited to, the annual Asian Festival on Main.
- Oversee consultants;
- Establish, manage, and maintain an accurate database of memberships, within the organization's jurisdiction to facilitate effective communication with businesses;
- Engage with the membership on issues important to the Old Town Fairfax business community;
- Develop and present tools to measure success and the respective results in annual reports to the membership;
- Plan and execute the OTFBA's Annual Meeting as required by Virginia non-profit law;
- Attend community meetings to enhance the organization's community profile with an emphasis on building key partnerships/relationships that benefit the OTFBA.

QUALIFICATIONS

The Executive Director will be a dynamic, inspirational leader and manager with excellent fundraising, operations, and financial management skills. In addition, they will be an innovative, creative thinker, with a collaborative work style and an ability to develop interesting and appropriate ways for attracting visitors to the district. The ideal candidate will have:

- A Bachelor's Degree in communications, marketing, or urban planning/ community organization (experience may be supplemented by academic requirements);
- Outstanding written and oral communications skills;
- A working knowledge of social platforms and strategies;
- The highest regard for the ethical management of funds;
- Strong organizational skills, experience with public speaking, personable, energetic, outgoing and creative.
- Be a self starter and team player;



- Have a minimum 1-2 years working with a merchants association, business improvement district, government departments, or an organization focused on creative business support or placemaking activities.

SALARY RANGE

\$50,000 - \$60,000 annual salary

This is a full-time position and includes weekend and evening hours. It is estimated that $\frac{1}{3}$ of work time can be done remotely, however, the employee should be based locally and able to be physically present in Old Town Fairfax when necessary. Salary, plus benefits, is commensurate with education level and prior work experience. The OTFBA is an equal opportunity employer.

TO APPLY

Please submit resume and cover letter to info@oldtownfairfax.org with the subject header "Executive Director Search." Use the cover letter to explain your interest in the position and how you are qualified for this role.

For more information on the Old Town Fairfax Business Association, visit oldtownfairfax.org