



50 East 168th Street, Bronx, New York 10452

[www.WHEDco.org](http://www.WHEDco.org)

**Title:** Program Manager, Commercial Revitalization  
**Location:** 50 E. 168<sup>th</sup> St. Bronx, N.Y.  
**Reports to:** Vice President, Community Development

The Women's Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve healthy, vibrant communities. We build award-winning, sustainable, affordable homes – but our work is not over when our buildings are complete. WHEDco believes that to be successful, affordable housing must be anchored in strong communities that residents can be proud of. WHEDco's mission is to give the South Bronx access to all the resources that create thriving neighborhoods – from high-quality early education and after-school programs, to fresh, healthy food, cultural programming, and economic opportunity. See [www.whedco.org](http://www.whedco.org) for more information.

#### **Job Summary:**

WHEDco seeks a **Program Manager** focusing on **Commercial Revitalization** to join its **Community Development Department** in a grant-funded position that is funded through **June 30, 2018**. The Community Development Department engages in neighborhood planning, commercial revitalization, expansion of green, mixed-use developments, and creative place-making to build exciting, innovative spaces and communities where people, arts, and the economy thrive.

#### **Background and Responsibilities:**

The **Program Manager** will spearhead WHEDco's neighborhood revitalization efforts in the community around our Urban Horizons building. S/he will implement a range of projects that respond to key findings from our recent Jerome Avenue Commercial District Needs Assessment. Jerome Avenue is a vital corridor in the neighborhood where 25 years ago, WHEDco launched and continues to deliver vital affordable housing, education, economic development and family-supporting services to tens of thousands of community members. The Jerome Avenue area is the focus of a contentious Neighborhood Planning Study and planned Rezoning by NYC government. In addition to our ongoing advocacy around the needs of children and families we have long served, the Program Manager's activities will strengthen our advocacy for greater support to local businesses and residents-consumers in any future rezoning.

Primary responsibilities include:

**Management and Supervision:** Spearhead the implementation of a heavy schedule of neighborhood projects in the following areas: business support and retention, district marketing, cleanliness and beautification, safety, and place-making. Monitor and report on progress toward project goals. Co-supervise and guide a full-time project Fellow to actively support project implementation.

**Community Planning and Engagement:** Acquire a deep understanding of the neighborhood study and rezoning processes and their potential impact. Build relationships with and engage the neighborhood's long-time residents and growing multi-ethnic immigrant community, which includes growing African and Mexican populations. Collaborate with local groups, businesses, city agencies, and artists to implement a vision and plan for a safer, cleaner, more vibrant corridor. Survey and monitor changes in land uses, community needs, and assets. Advocate for the inclusion of corridor-improving responses to community and business needs in the City's rezoning plans and other initiatives. Attend local meetings, build

partnerships, and become well-versed in local history, culture, concerns, hopes and the built environment.

**Business Retention and Marketing:** Build capacity and visibility of area merchants, many of them immigrants operating small retail and auto repair businesses. Connect them to technical assistance, financing, legal and other resources. Organize with them to launch marketing campaign and promotional events that attract more local shoppers and help keep their doors open. Coordinate closely with industry partners like local auto repair merchant association to advocate around their needs.

**Quality of Life Improvements:** Spearhead the implementation of corridor improvement projects to enhance area lighting and safety. Plan and hold community clean-up and place-making events in coordination with community members, youth, merchants, and city agencies, to activate underutilized and blighted spaces while celebrating local assets, culture, and healthy living.

**Qualifications:**

- Bachelor's degree required in Urban Planning or Design, Public Administration, Business/Economics, or a related field. Master's degree preferred.
- At least 4 years of experience in any combination of the following: urban planning/design, project management, business/economic development, community organizing, advocacy, or real estate.
- Working knowledge of planning principles and community development in underserved areas.
- Motivated, creative, and resourceful self-starter who takes initiative and works well with minimal oversight.
- Excellent written and verbal communications skills for reporting and presentations.
- Collaborative team player with sense of humor, excellent interpersonal skills, and good judgment.
- Committed to engaging diverse constituents in underserved communities.
- Available for events and/or meetings in the evening and on weekends, as necessary.
- Ability and willingness to canvass and visit local community residents and businesses.
- Skilled in MS Office, graphic design, website development and/or GIS skills a plus.
- Proficiency in Spanish strongly preferred. Arabic, Asian and/or African languages a plus.
- Familiarity with and/or connection to South Bronx neighborhoods strongly preferred.
- Interest in the arts, community advocacy and community safety desired.

Excellent benefits and competitive salary based on experience. **This position is funded through June 2018 only, with the possibility of renewal.**

WHEDco affords all qualified applicants equal employment opportunities without discrimination because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, or any other category protected by law. WHEDco follows the requirements of the New York Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest. EEO/AA.

To respond, send a cover letter and resume to one of the following:

Email: [comdev@whedco.org](mailto:comdev@whedco.org)

Mail: WHEDco, 50 East 168th Street, Bronx, NY 10452

Attn: Community Development Department