



# Plainfield Special Improvement District

131 a North Ave, Plainfield NJ 07060

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## **Job Title: Assistant Downtown Manager**

**Organization:** Plainfield Special Improvement District (SID)

**Location:** Plainfield, NJ

**Job Type:** Full-Time

### **About the Position**

The **Plainfield Special Improvement District (SID)** is seeking an **Assistant Downtown Manager** to support the revitalization and economic development efforts of Downtown Plainfield. This role will assist in implementing programs that enhance the business environment, improve public spaces, and engage the community. The ideal candidate is organized, proactive, and passionate about urban development, small business growth, and community engagement.

### **Key Responsibilities**

#### **Business & Community Engagement**

- Assist in maintaining strong relationships with business owners, property owners, and community stakeholders.
- Provide support to businesses by sharing information on available resources, grants, and economic development initiatives.
- Conduct outreach to new businesses and assist with the onboarding process.

#### **Public Space & Placemaking**

- Help coordinate beautification efforts, such as streetscape improvements, signage, and public art initiatives.
- Monitor public spaces to ensure cleanliness, safety, and accessibility.
- Work with city departments and vendors on maintenance and improvement projects.

#### **Marketing & Communications**

- Assist in managing the SID's social media accounts, website, and newsletters.
- Help develop and distribute promotional materials to showcase downtown businesses and events.
- Support branding and marketing campaigns that highlight Downtown Plainfield as a vibrant destination.

## **Event Coordination**

- Support the planning and execution of events, including festivals, markets, and promotional campaigns.
- Assist with event logistics, vendor coordination, and sponsorship outreach.
- Help manage event setup, breakdown, and on-site coordination.

## **Administrative & Data Tracking**

- Maintain records of business openings/closings, event participation, and other key downtown data.
- Assist in preparing reports and presentations on downtown activities and economic impact.
- Support grant applications and sponsorship development efforts.

## **Qualifications & Skills**

- Associate's or Bachelor's degree in Business, Marketing, Urban Planning, Public Administration, or a related field preferred (or equivalent experience).
- 1-3 years of experience in business support, event planning, marketing, or community development (experience in a downtown, business improvement district, or nonprofit setting is a plus).
- Strong organizational and multitasking skills.
- Excellent written and verbal communication abilities.
- Experience with social media management, digital marketing, and basic graphic design tools (preferred).
- Ability to work independently and collaboratively in a fast-paced environment.
- Passion for urban revitalization, small businesses, and community-building.

## **Compensation & Benefits**

- Competitive salary based on experience.
- Benefits package including health insurance, paid time off, and professional development opportunities.
- Hands-on experience in downtown management and community economic development.

## **How to Apply**

Interested candidates should submit a resume and a brief cover letter explaining their interest in the role to [abel@plainfieldsid.org](mailto:abel@plainfieldsid.org). Applications will be reviewed on a rolling basis until the position is filled.

