



Program Director for the Penn West Innovation District

REPORTS TO:

Director of Economic Development

ORGANIZATION BACKGROUND:

The Golden Triangle Business Improvement District (BID) is a dynamic organization that is looking for talent to complement its existing team. As a key partner in enhancing the neighborhood and public space from the White House to Dupont Circle and 16th Street NW to 21st Street NW, the Golden Triangle BID works to enrich the neighborhood through its economic development initiatives, art and outdoor activations, public space improvements, promotions, Ambassador cleaning program, and other initiatives.

Founded in 1997, the Golden Triangle neighborhood is made up of more than 34 million square feet of commercial office space, nearly 6,000 businesses including 500 restaurants and retailers, 11 hotels, and 6 U.S. National Parks. The vision of the Golden Triangle BID is to maintain a vibrant downtown that encourages reinvestment in the neighborhood, and keeps visitors and stakeholders engaged and returning to enjoy everything the Golden Triangle has to offer.

The Penn West Equity and Innovation District

The Golden Triangle BID is undertaking a new initiative in partnership with D.C. Government and with George Washington University to create an innovation district, the “Penn West Equity and Innovation District” (Penn West), within the Golden Triangle BID. Penn West is centered along Pennsylvania Avenue west of the White House. The proximity of the George Washington University (GW) to the BID positions GW as the anchor university and is a critical component of the innovation district. The vision for Penn West is to catalyze the burgeoning tech and entrepreneurial ecosystem within Washington, D.C. and for it to become the world’s destination for uniting digital technology with public policy, equity, and social impact. Located in one of the region’s densest job centers, Penn West is focused on four sectors that already have a strong presence within the innovation district: health, government, education, and finance.

PROGRAM DIRECTOR JOB DESCRIPTION

The Program Director for the Innovation District is responsible for the management and implementation of the Penn West Innovation District, for developing and enhancing relationships with key stakeholders, including D.C. Government and George Washington University, and for overseeing a grant from the Office of the Deputy Mayor for Planning and Economic Development (DMPED) to support it.

The candidate must have a passion for transforming the urban environment and have strong skills in partnership building, project and grant management, writing, and review and analysis.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Manage the development and implementation of the Penn West Innovation District including grant requirements, managing projects, budgets, schedules, and the work of consultants, vendors, and interns.
- Establish and foster partnerships in tech communities, research and development, academia, D.C. and federal government agencies, commercial real estate brokers and analysts, economic development partners, additional growth sectors, and other organizations as appropriate to support economic development goals for Penn West.
- Recommend, develop, and implement programs that help Penn West identify and pursue opportunities to attract businesses to locate in Penn West including engaging with organizations, outlining the advantages of locating in Penn West, connecting with landlords and property owners, coordinating with DMPED, providing information, and tracking these activities within a CRM system.
- Identify and oversee agreements with organizations to locate in the innovation district to set up innovation and entrepreneurship hubs with a priority on accelerators, incubators, and co-working spaces, as well as organizations who host pitch competitions, provide tech workforce development services, and/or host events focused on the tech ecosystem.
- Engage the tech community to gather in person by creating BID hosted events and sponsoring other events that support the technology and innovation ecosystem including pitch competitions, raising capital, developing technical talent, founder meetups, and research presentations/demos within the innovation district through BID coordinated events/programming, etc.
- Serve as a liaison to companies seeking to locate in Penn West by providing access to resources including information on space, technical assistance, capital, and talent.
- Research and analyze key demographic and real estate data and trends and provide information for Penn West marketing materials, outreach, and communications.
- Oversee and manage the development of a customer relationship management (CRM) tool to track projects and activities for Penn West.
- Manage the Penn West Advisory Board including scheduling and hosting Board meetings, drafting agendas, ensuring representation from the Board by academia, the private sector, local government, community organizations, the District, etc., and identify and oversee the content for meetings, critical tasks for the Advisory Board, and any subcommittees that are created.
- Lead community engagement efforts and represent the BID and the Penn West Innovation District at public meetings.
- Create and oversee reports and deliverables required by the grant.
- Work with key BID staff overseeing the grant including deliverables and reporting, procurement of subcontractors and services, financial compliance with grant terms, and marketing and promoting Penn West.

QUALIFICATIONS:

- 7-10 years of work experience in one or more of: economic development, real estate, urban planning, public policy, and related disciplines. Experience in the technology sector a plus.
- Grants management
- Strong writing and public presentation skills for a variety of audiences.
- Proven record in research and analysis.
- Knowledge of the city's plans, projects, and policies and understanding the city's budgeting process is helpful.
- Self-motivated with a strong work ethic; able to manage multiple competing priorities at once.
- Excellent entrepreneurial and interpersonal skills, including the ability to build solid relationships and support among a broad range of people and positions.
- A strong mission-driven visionary with a commitment to rebuilding the central business district.
- Must be adept at using Excel and PowerPoint; proficiency in ArcGIS, Salesforce-based CRM, Adobe Illustrator, and/or CoStar desirable.

EDUCATION:

- Bachelor's or Master's degree required in one of the following: Public Policy, Economics, Planning, Business, Real Estate, or a closely related field.

This Program is being funded, partially or fully, through the District of Columbia Executive Office of the Mayor - Office of the Deputy Mayor for Planning and Economic Development.

Please send cover letter and resume to jobs@goldentriangledc.com. Please note "Innovation District Program Director" in subject line.

Golden Triangle Business Improvement District provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or disability.