



**NORTH
BROOKLYN
PARKS
ALLIANCE**

POSITION DESCRIPTION: North Brooklyn Parks Alliance - Campaign Manager, Northside BID

POSTED: OCTOBER 15, 2026

APPLICATIONS DUE: NOVEMBER 15, 2026

START DATE: DECEMBER 1, 2026

OVERVIEW

The North Brooklyn Parks Alliance (NBK Parks) is seeking a motivated **Northside BID Campaign Manager** to aid in the formation of a Business Improvement District (BID) in Northside Williamsburg. The proposed Northside Business Improvement District (BID) is designed to strengthen the quality of life for all who live, work, and visit the Northside, while supporting small businesses through enhanced services, placemaking, maintenance, and long-term investment in our public realm. By organizing collective resources, the BID aims to deliver services that go beyond what the City provides, making the neighborhood cleaner, greener, safer, and more vibrant.

The BID formation is currently in the formal “Outreach Phase,” when the BID must secure robust support from impacted stakeholders including property owners, business tenants, and residents.*

Moving into the next phase toward legislation is accomplished through the circulation and collection of ballots – i.e., “statements of support” – which can be filled out and signed by any Northside stakeholder. The Northside BID proposal ballot was released in fall 2025, and the campaign has since progressed with a strategy across print, mail, social media, local events, in-person business outreach, phone banking, and the steady growth and cultivation of a community of supporters.

The BID Campaign Manager will be the chief organizing force during the next stage of the Outreach Phase, including identifying and cultivating self-sustaining leadership in the BID formation’s Steering Committee and “Friends of the BID” group of supporters. Responsibilities include designing and executing an intensive outreach strategy, organizing supporters to action in circulating the ballot, developing and executing a door-to-door canvassing strategy, organizing local events to engage volunteers, working with local officials to organize targeted high-profile outreach, and designing and managing print campaigns. The ideal candidate is a highly self-motivated organizer with experience in campaigning, community outreach, and/or activism and a deep interest in improving neighborhood quality of life.

This role requires a balance of fieldwork and data management, as well as strong interpersonal skills and comfort engaging with diverse stakeholders in-person and across communication platforms.

The ideal candidate will be self-motivated and highly organized, with a demonstrated ability to work independently, take initiative, solve problems proactively, and manage multiple responsibilities with minimal oversight.

RESPONSIBILITIES

Campaign Strategy & Organizing

- Develop and drive a comprehensive outreach strategy to build support for the Northside BID among property owners, business owners, residents, and other neighborhood stakeholders.
- Cultivate leadership among Steering Committee members, “Friends of the BID,” and other supporters, building a self-sustaining network of advocates who can independently conduct outreach, recruit supporters, and circulate ballots.
- Develop targeted outreach strategies for different stakeholder groups, identifying opportunities to expand the campaign’s reach and accelerate ballot collection.
- Work with local elected officials, community partners, and other stakeholders to organize targeted and high-profile outreach opportunities.

Community Outreach & Ballot Collection

- Lead direct outreach to property owners, business owners, residents, and other stakeholders through in-person canvassing, email, telephone outreach, community events, and other campaign tactics, with the goal of securing signed statements of support.
- Develop and execute a segmented door-to-door canvassing strategy targeting residents, homeowners, businesses, and other priority constituencies.
- Organize supporters and volunteers to participate in canvassing, ballot circulation, events, and other outreach activities.
- Build and maintain strong relationships with Northside stakeholders and community members, serving as a knowledgeable and enthusiastic representative of the BID formation effort.

Campaign Management & Communications

- Build on and maintain a comprehensive database of businesses, property owners, residents, supporters, and outreach activity within the proposed BID area.
- Track and document outreach activity, supporter engagement, and ballots collected to evaluate progress and inform campaign strategy.
- In coordination with NBK Parks staff and design partners, develop and manage print, digital, and other outreach materials communicating the value of the proposed Northside BID.



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- Plan and execute community meetings, special events, and other public-facing activities that advance the BID formation effort.
- Perform other duties as assigned.

EDUCATION & EXPERIENCE

- Demonstrated experience in community organizing, political or issue-based campaigns, stakeholder engagement, or other outreach-driven work; campaign and field organizing experience strongly preferred.
- At least 2 years of relevant professional experience in one or more of the following areas: campaign strategy, community organizing, local politics or government, economic development, business engagement, real estate, urban planning, placemaking, or nonprofit/community-based work.
- Proven ability to develop and execute outreach strategies, move stakeholders from initial engagement to action, and build sustained relationships with a diverse range of community members.
- Experience recruiting, motivating, and organizing volunteers, supporters, or community leaders around a shared goal.
- Strong project management and organizational skills, with demonstrated ability to independently manage multiple workstreams, set priorities, track progress, and follow through with limited oversight.
- Excellent interpersonal and communication skills, including confidence conducting in-person outreach and engaging property owners, business owners, residents, elected officials, and community partners.
- Comfort working with databases, spreadsheets, or other systems used to track outreach, contacts, and campaign progress.
- Resourceful, proactive, and solutions-oriented, with the judgment and initiative to identify opportunities, troubleshoot challenges, and adjust strategy as a campaign evolves.
- Familiarity with North Brooklyn, New York City neighborhoods, Business Improvement Districts, or NYC government and community development processes is a plus.
- Bachelor's degree preferred, particularly in public administration, public policy, urban planning, political science, or a related field; equivalent professional and organizing experience will also be considered.

COMPENSATION AND HOURS

Annual salary will range from \$65,000 to \$75,000, commensurate with experience. This is a one-year grant-funded position, the length of which is dependent on funding renewal. The BID Campaign Manager role requires a flexible schedule, including weekdays, weekends, and occasional holidays. Candidates should expect to work approximately 40 hours per week. This position includes a comprehensive benefits package, including health, dental, and vision insurance; paid time off; observed holidays; and professional development opportunities.

TO APPLY

Applications will be reviewed on a rolling basis until the position is filled, and **accepted no later than November 15th, 2026**. Qualified candidates should submit a cover letter and resume (as one PDF document preferred) with “**NORTHSIDE BID CAMPAIGN MANAGER**” in the subject line to jobs@nbkpark.org. We will contact only applicants we invite to interview for this position.

ABOUT NBK PARKS > www.nbkpark.org

North Brooklyn Parks Alliance (NBK Parks), formerly known as Open Space Alliance, was founded twenty years ago in 2003. The organization is dedicated to fostering a vibrant and equitable network of parks and open spaces in Greenpoint and Williamsburg. Since the 2005 rezoning, Williamsburg's Northside has become home to many thousands of new residents and dozens of dynamic businesses.

ABOUT THE NORTHSIDE BID > www.improvenorthsidebk.org

Spearheaded by North Brooklyn Parks Alliance, the proposed Northside Business Improvement District would bring together property owners, businesses, residents, and other stakeholders to invest collectively in the future of Northside Williamsburg. Stretching from Grand Street to North 15th Street and from the East River to Bedford Avenue, the proposed BID is designed to supplement City services with additional sanitation, greening and public-realm improvements, placemaking, programming, and support for local businesses. Now in the formal Outreach Phase of BID formation, the campaign is focused on building broad neighborhood support and organizing the coalition needed to bring the Northside BID to life.

North Brooklyn Parks Alliance is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. NBK Parks is committed to building a culturally diverse community and strongly encourages applications from candidates from underrepresented communities.

*** see [NYC Department of Small Business Services' Comprehensive Guide to BID Formation](#) for more information on the BID formation process**