Downtown Development Authority Executive Director

GENERAL STATEMENT OF DUTIES
The Downtown Development Authority (DDA) Executive Director is responsible for managing the DDA’s goals, as defined by Michigan Legislature Public Act 197 of 1975 and the board of directors. The Director is an advocate for the DDA District and acts as liaison to businesses, property owners, governmental officials and staff, community organizations and others. Duties will encompass a variety of tasks determined by the DDA Board with a primary focus on economic revitalization of the DDA District.

SUPERVISION RECEIVED
Work is performed under the general supervision of the DDA Board of Directors.

SUPERVISION EXERCISED
Supervises the part-time staff, volunteers, and all contractors hired by the DDA.

ESSENTIAL DUTIES AND RESPONSIBILITIES
An employee may be called upon to do any or all of the following:
(These examples do not include all of the tasks which the employee may be expected to perform).

- Leading and managing the development of short- and long-range DDA plans; aligning plans with city's master plan and sustainability plans
- Leading the DDA on matters affecting the District, such as large-scale development, transit, general direction, and City relationship building
- Overseeing administrative aspects of DDA operations, including recording-keeping, grant files, preparation of reports and items as requested by the DDA Board—monthly agenda package, staff reports, correspondence, meeting minutes and posting notices of meetings accordance with the Open Meetings Act of Michigan
- Delegating activities, responsibilities and authority as necessary and desirable to staff, contractors and vendors while retaining responsibility and accountability for performance
- Managing and coordinating all marketing and promotional materials
- Developing and preparing budget—overseeing and approving expenditures, preparing financial reports in compliance and direction from the Board of Directors
- Procuring revenue enhancements through grant writing, events and sponsorships
- Coordinating promotional events and activities to attract people to the downtown district
- Developing and overseeing a Business Retention & Expansion (BR&E) program to help businesses stay, grow, and become more committed to the downtown and Alpena community
- Fostering and seeking ways to address the common needs and interests of businesses, understanding the needs of each business, and ensuring that businesses are aware of and actively use the DDA’s resources
- Assisting in site selection information and other resources for prospective businesses interested in moving to or growing in the DDA districts
- Developing and implementing programs and procedures regarding business recruitment, retention and expansion—activities may include working with area brokers, cold calling prospective businesses, acting as an advocate and counselor to prospective businesses (including waking them through the City of Alpena development process) and suggesting incentive programs for the DDA for formalization to entice business recruitment and retention,
Developing excellent working relationships with the DDA Board, City Council, City staff, community development partners, and other public, private or nonprofit groups and associations interested in downtown development

Any other duty and/or responsibility reasonably necessary to carry out the purposes of the Director’s position as directed by the Board of Directors

PERIPHERAL DUTIES AND RESPONSIBILITIES

Making presentations to officials, boards, commissions, civic groups and the general public

Maintaining a level of knowledge about local, state and federal legislation and regulations relating to downtown development

Attending professional development workshops and conferences to keep updated on trends and developments in the field of downtown development

Attending important city/DDA functions, events, etc. (State of the City, business openings, groundbreaking ceremonies, etc.)

MINIMUM QUALIFICATIONS

**Education and Experience:**

- A bachelor's degree from an accredited college or university with major course work in business or public administration, marketing or a closely related field; and
- Five years of administrative experience in the same or related field with time spent in as many areas as possible of marketing, economic development, grant writing, community planning and public relations
- Any equivalent combination of education and progressively responsible experience, with additional work experience substituting for the required education on a year for year basis

**Necessary Knowledge, Skills and Abilities:**

- Knowledge of basic laws, ordinances and regulations affecting the operation of municipal government.
- Knowledge of governmental budgeting and record-keeping practices and principles
- Ability to provide leadership to the DDA Board, businesses in the DDA District and City Council and City Staff
- Capable of being an implementer, thriving on managing a variety of key projects simultaneously, often under tight deadlines
- Extensive writing and editing experience (externally focused) with a variety of print and online communications media; must have demonstrated experience with new media technologies
- Basic knowledge of policy analysis concepts and measurement techniques
- Knowledge of municipal and/or downtown development methods, practices and procedures
- Innovative thinker with a track record for translating strategic thinking into action plans and output
- A passion for progress and continuing improvement
- Skill in dealing with the public, citizen groups and other employees with a commitment to work collaboratively
- Skill in presentations and public speaking
- Ability to self-start, work independently and maintain an entrepreneurial spirit
- Ability to assemble data and to effectively prepare and present accurate records and reports
- Ability to communicate effectively both orally and in writing with diverse audiences
- Ability to coordinate all elements of events and meetings
• Ability to demonstrate integrity, ingenuity and inventiveness in the performance of duties and responsibilities
• Ability to direct the work of others as needed
• Ability to establish and maintain effective working relationships with a variety of appointed and elected officials, staff, outside agency personnel, community members, media and the general public
• Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills with co-workers, vendors and residents
• Ability to keep immediate supervisor and designated others fully and accurately informed concerning work progress, including present and potential work problems and suggestions for new or improved ways of addressing such problems
• Ability to operate office equipment and a personal computer using program applications appropriate to assigned duties
• Ability to plan and organize work activities
• Ability to represent the DDA at internal and external meetings
• Ability to understand and follow complex oral and written directions and instructions
• Ability to work nights and weekends and travel, when required

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Supervisor: DDA Board of Directors
Appointing Authority: City of Alpena
Effective Date:
Director Employment Posting
February 22, 2017 – City of Alpena, MI (pop. 10,295)
The Alpena Downtown Development Authority is accepting applications for a full-time Director. The Director will be responsible for coordinating downtown revitalization activities at the direction of the DDA Board of Directors in the City of Alpena, a northeastern Michigan community, using the Main Street Four-Point Approach: Design, Promotion, Economic Restructuring and Organization. Applicants should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, marketing, land use planning, business administration, public administration, volunteer or non-profit administration, retailing, architecture, historic preservation or small business development. Bachelor’s degree preferred. The Director must be entrepreneurial, energetic, well-organized and capable of functioning transparently in an independent environment. Excellent verbal and written communication skills are essential.
Equal Opportunity Employer. Complete application package must be received no later than March 6, 2017. Submit resume, letter of interest, salary requirements, employment history and three references via email only to: Alpena Downtown Development Authority, ddaalpena@gmail.com, Subject: DDA Director Position