

Downtown Development Authority Executive Director
Classification Code:

Department: Downtown Development Authority
Union: Not Applicable, Nonunion position
Classification: FLSA Exempt (Administrative)

GENERAL STATEMENT OF DUTIES

The Downtown Development Authority (DDA) Executive Director is responsible for managing the DDA's goals, as defined by 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 Central Business District.

SUPERVISION RECEIVED

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

SUPERVISION EXERCISED

Supervises the Operations Manager, part-time staff and all contractors hired by the DDA.

ESSENTIAL DUTIES AND RESPONSIBILITIES

An employee in this class 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 Ferndale 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 wading them through the City of Ferndale development process) and suggesting incentive programs for the DDA for formalization to entice business recruitment and retention
- Developing excellent working relationships with City staff, DDA Board, City Council and other community partners
- Serving as liaison between the local government and the chamber of commerce, merchants associations, redevelopment agencies and other public, private or nonprofit groups and associations interested in downtown development
- Responsible for managing and maintaining the quality of all grounds, public right of ways, and infrastructure located within the DDA district
- 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
- A Master of Public Administration degree from a NASPAA-accredited program is preferred; 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
- Skill in the operation of listed tools and equipment
- 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 lift and transport equipment
- Ability to operate a motor vehicle

- 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

SPECIAL REQUIREMENTS

- Valid Michigan Driver's License or ability to obtain one

TOOLS AND EQUIPMENT USED

- Personal computer including database, e-mail, spreadsheet and word processing software
- Smartphone/Tablet – mobile computing & communications concepts
- Automobile
- Calculator
- Copy machine
- Phone

PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to hear, sit, stand, talk, walk and visit other locations. The employee is frequently required to use arms and hands to feel, grasp, handle and reach to adjust and operate computer and production equipment. The employee is occasionally required to balance, bend, climb, crawl, crouch, kneel and stoop. The employee is occasionally required to manipulate (lift, carry, move, etc.) up to 50 pounds.
- Specific vision or other powers of observation required by this job include the ability to use close vision to operate computer and production equipment; comprehend electronic, video and written material at arm's length or less (distinguish letters and numbers); adjust focus; and see in detail objects or printed material at greater than arm's length.
- Specific hearing and speech or other communication capabilities required by this job include the ability to communicate effectively in person and via telephone.

WORK ENVIRONMENT

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually quiet while in the office, and moderately loud when in the field. While performing the duties of this job, the employee occasionally works in

outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, toxic or caustic chemicals.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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: DDA Board of Directors Effective Date: August 1, 2015