

CITY OF GAYLORD
Downtown Development Authority
EXECUTIVE DIRECTOR (DDA DIRECTOR)
Job Description

General Summary

The Downtown Development Authority Director is responsible for the development, execution, implementation and documentation of Downtown Development Authority (DDA) activities in the City of Gaylord. The Director works with the City and Board of Directors in determining overall development objectives and action plans and has responsibility for project oversight and administration. The Director enthusiastically and consistently promotes downtown development through various public relations initiatives and events; works cooperatively and effectively with businesses, property owners, prospective developers. Coordinates DDA initiatives effectively by working with other community organizations. Identifies and secures grant funding, and performs all administrative functions associated with DDA activities.

Supervision Received

Budgets are set by the City Council, following the annual submission of a recommended budget from the DDA's Board of Directors. Program and project guidance and oversight are received from the DDA Board of Directors through the Board chair. The DDA Director functions with considerable independence in job-related activities and is held accountable for results. The work is typically reviewed through monthly DDA Board meetings and project and committee reports.

Representative Duties and Responsibilities

1. The director is the onsite staff person responsible for coordinating all DDA project activities, including the rental of the Pavilion.
2. Maintains continual dialogue with the Gaylord City Manager and Assistant City Manager and works in close cooperation with that office and other members of the City administrative staff.
3. Plans agenda for and attends all DDA board meetings. Attends all DDA subcommittee meetings and other community meetings related to the DDA's mission.
4. At the direction of the board, records meeting minutes and submits the minutes to the board Secretary for review as well as to the rest of the board.
5. Shall become thoroughly familiar with all persons and regulations directly or indirectly involved in the downtown commercial district; develops strategies for building from the community's human and economic resources.
6. Is actively involved in the board's initiatives toward revitalization of the downtown district, including the Mainstreet Michigan Program. Coordinates and assists the board with programs such as these.
7. Develops and conducts ongoing public awareness and education programs designed to enhance the interests of the downtown's business climate.
8. Assesses the management capacity of major downtown organizations and encourages

improvement in the ability to undertake joint activities such as promotions, advertising, uniform store hours, special events, business recruiting, parking, etc. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.

9. Serves as a liaison between the Farmer's Market Manager and the DDA. Relays messages and updates from the Farmer's Market Manager to the DDA board.
10. Works closely with local media to assure maximum coverage; encourages design excellence in all aspects of promotion in order to advance an image of a quality downtown.
11. Works with appropriate public agencies at the local and state levels to obtain necessary funding for critical elements of the working programs. These include design assistance, promotional publications, building rehabilitation, parking and public improvements.
12. Develops and conducts surveys as deemed necessary to carry out each project in an effective, efficient manner.
13. Develops and maintains data systems to track the process and progress of projects and properties in the DDA. These include economic monitoring systems, individual building files, thorough photographic documentation of all changes, and information on job creation and business retention.
14. Speaks effectively on the program's direction and findings, always mindful of the need to influence state and national economic development policies as they relate to smaller cities.
15. Responsible for overseeing administrative aspects of the DDA.
16. At the direction of the board, runs or assists with various downtown events.
17. Pursues fundraising opportunities and coordinates fundraising initiatives for the DDA.

The list is not all inclusive of the total scope of job duties to be performed.

Knowledge, Skills and Abilities

- Skill in the use of computer systems and all Microsoft applications (especially Word and Excel) and Adobe Acrobat.
- Knowledge of budgeting and financial management.
- Individuals should be self-motivated and organized. Must be able to work independently without direct daily oversight. Practical experience in managing an organization, including marketing, recruitment, retention, planning, design, etc.
- Strong verbal and written communication skills. Ability to make effective presentations at public speaking events, media interviews, and represent the DDA in public relations matters.
- Strong technical writing skills are required for grant writing and tracking, preparation of Board meeting packets, meeting minutes and the like. Creative writing skills for content on promotional materials, newsletters, press releases and other online presence sources.
- Superior verbal and written communication skills. Ability to produce written documents with clearly organized thoughts using proper sentence construction, grammar, and punctuation. Communicate with individuals and groups in face to face, telephone, and video conference settings.

- Knowledge of effective marketing, public relations and social media strategies.
- Ability to establish and maintain cooperative working relationships with City officials, employees, business owners, residents, boards, commissions and the general public.
- The ability to provide sound fiscal leadership based on an understanding of public financing and indebtedness supported by taxes or assessments.

Desired Minimum Qualifications

Education: College or university coursework in business, marketing, public administration, planning or a field related to downtown development or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as listed above.

Experience: Minimum of three years' experience in a related field.

Education or experience in the following areas is desired: marketing, finance, business, economic development, grant writing, architecture, historic preservation, community planning, public relations, fundraising, event planning.

The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job-related selection or promotional criteria.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to communicate with others in person and on the telephone. The employee is frequently required to create, type, and review computer documents and sit for long periods of time at a computer. The employee may be required to travel to other locations, drive a car, and to stand; walk; use hands to finger, handle or feel and reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch or crawl and taste or smell. The employee must occasionally lift and/or move items of light to moderate weight. While performing duties of this job, the employee usually works in a business office setting. The noise level in the work environment is usually low, but dependent on location, it can range from moderate to high.