

EATON RAPIDS DDA/MAIN STREET PROGRAM Executive Director Job Description

WORK OBJECTIVES

The Main Street (MS)/Downtown Development Authority (DDA) Executive Director (ED) coordinates activities within Eaton Rapids' downtown MS Area that utilizes historic preservation as an integral foundation for downtown economic development. The ED assists the board of directors, committees, and volunteers in the development, management, execution, and documentation of the Main Street program as well as projects throughout the DDA District. The ED is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally, as appropriate. The ED position is at-will and serves under the general guidance and direction of the DDA Board of Directors. The ED works independently and exercises judgment and discretion in completion of duties. In addition, the ED will help guide the organization as its objectives evolve and work in collaboration with the City of Eaton Rapids personnel on projects, events, etc. In addition, Eaton Rapids was recently approved as a Select Level Michigan Main Street Program, so a good portion of the first year will be helping the DDA define, develop, and establish the program in Eaton Rapids.

RANGE OF DUTIES TO BE PERFORMED

The Main Street ED will carry out the following tasks:

- **Assist** the MS/DDA board of directors and committees **in developing downtown economic development strategies** that are based on historic preservation and utilize the community's human and economic resources.
- **Assist** the MS/DDA board of directors and committees **in annual strategic planning** focused on four areas: design/historic preservation; promotion/marketing; organization/management; and economic vitality/business development.
- **Coordinate the activity** of the Main Street program committees, ensuring that communication among committees is well established; **assist committee volunteers** with implementation of work plan items. Manage recruitment, evaluation, and retention of volunteers, including members of the four Main Street committees, special project volunteers and short-term volunteers. Understand the importance of volunteer involvement and play an active role in coordinating and utilizing this important resource.
- **Manage the administrative aspects** of the MS/DDA, including, but not limited to purchasing, record keeping, budget development, preparation of board & committee meeting packets, preparing grants, assisting with the preparation of reports to funding agencies, and supervising employees, interns or professional consultants.
- **Assist** the MS/DDA board of directors and committees **in developing and conducting** on-going public awareness and education programs designed to enhance appreciation of the downtown district's assets, commercial environment, cultural charm, and offerings and to foster an understanding of the

Main Street program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.

- **Assist** individual tenants/property owners **with physical improvement projects** through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when appropriate, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements, including the administration of the MS/DDA Program's façade improvement grant program.
- **Manage** physical and infrastructure improvement projects and contractual services in the downtown. Assist the MS/DDA Board in selecting consultants through the development of RFQs and RFPs.
- **Advise downtown merchants' groups** and other committees and organizations on Main Street program activities and goals; **help coordinate joint promotional events**, such as festivals or business promotions, to improve the quality and success of events and attract people to the downtown district; **work closely with local media** to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown district.
- **Help build strong and productive relationships** with appropriate public agencies at the local and state levels.
- **Conduct** regular contact/meetings with downtown businesses
- Ensure that the MS/DDA Program **abides by all applicable federal, state, and local laws** and regulations, while maintaining associated records and reporting procedures.
- **Identify and secure grant opportunities** for downtown re-development. Administer grants and monitor related programs or projects.
- **Assist** the MS/DDA board of directors and committees **in directing efforts at business recruitment, retention, and expansion**, including developing and providing information, expertise, and appropriate referrals to business owners, marketing Downtown Eaton Rapids to outside businesses, assisting current businesses with growth and expansion, and working with developers and building owners to enhance the quality of retail and commercial space. Assist in feasibility analysis and planning through personal consultation and/or referrals to other agencies.
- Utilizing the Main Street program format, **develop and maintain data systems** to track the progress of the ER Main Street program. These systems should include, at a minimum, economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- **Represent the community to important constituencies** at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- Understand that 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.

RESOURCE MANAGEMENT RESPONSIBILITIES

The ED supervises any necessary temporary or permanent employees, as well as interns and professional consultants. He/she participates in personnel and project evaluations. The ED maintains Eaton Rapids Main Street

program records and reports, establishes technical resource files and libraries, and prepares regular reports for the MS/DDA Board of Directors, MI Main Street Center, and National Main Street Center. The ED prepares and monitors the annual program budget and coordinates the financial management of the program with the Board of Director's Treasurer and the City's Finance Director.

JOB KNOWLEDGE AND SKILLS

- A bachelor's degree in urban planning, business or public administration, economic or community development, marketing, historic preservation, or a related field.
- A minimum of 2 years of experience in one or more of the following areas: commercial district management, economic and/or community development, public relations, land use planning, business administration, public administration, DDA management, Main Street experience, real estate development, volunteer or non-profit administration, architecture, historic preservation, and/or small business development.
- Considerable knowledge of business development, community, and economic development.
- Must be able to work nights, weekends, and special events, as deemed necessary to complete vital projects, events, etc.
- Must have a thorough knowledge of the four-point Main Street approach to economic revitalization.
- Sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies and community organizations.
- Must be entrepreneurial, energetic, imaginative, well-organized and capable of functioning effectively in an independent and often stressful environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.
- Must be detailed, deadline, and goal-oriented.
- Must have the ability to establish strong personal and working relationships with the Main Street Committees, DDA Board, City Council, City officials, community leaders, and business/property owners.
- Experience with fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters and individual donors is preferred.
- A basic knowledge of federal, Michigan, and local economic & community development tools available for downtown revitalization is preferred.
- General computer skills and proficiency in the following applications: word processing, spreadsheets, data management, and PowerPoint. Basic graphic design/publishing skills are desirable.
- Working knowledge of the use of social media applications such as e-mail, Listserves, website maintenance, Facebook, Twitter, LinkedIn, blogs, and others.
- A valid Michigan driver's license.

COMPENSATION

The MS/DDA offers a competitive compensation package; salary range: \$40,000 - \$50,000; DOQ. Position receives full range of benefits to include medical, dental and vision insurance, retirement, paid leave time and paid holidays.

APPLICATION & SELECTION GUIDELINES

Candidates must submit a letter of interest, resume, salary history, references, and any other pertinent information to:

Subject: Main Street/DDA Executive Director Position

Eaton Rapids DDA
Attn: Don McNabb, Chair

E-mail: don.mcnabb@triterra.us

or Mail: Eaton Rapids DDA
Attn: Don McNabb, Chair
200 S. Main Street
Eaton Rapids, MI 48827

Selection process may include phone interview, oral interview panel, job related tests or assignments, meet and greet with local officials, and reference and background checks. In order to be considered for this opening, applications are due by **Thursday, April 19, 2019 at 4:00pm EST.**

This 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.

The City of Eaton Rapids and the Eaton Rapids MS/DDA Program do not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, age, or disability in employment or the provision of services.