

## IMLAY CITY JOB DESCRIPTION

### DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTOR

**Supervised By:** City Manager with broad oversight from the DDA Board  
**Supervises:** Department employees and volunteers as assigned

#### **Position Summary:**

Under the supervision of the City Manager, with broad oversight from the Downtown Development Authority (DDA) Board, plans, coordinates, oversees, and participates in the development and execution of DDA activities. Works with the DDA Board, City Commission, and City Manager in determining overall development objectives and action plans, and provides overall administration and oversight of related projects.

#### **Essential Job Functions:**

*An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Plans, coordinates, oversees, and participates in all aspects of DDA activities including personnel, budgeting, and general administration. Develops, recommends and implements policies and procedures, internal controls, and goals and objectives in accordance with department needs, City directives, and legal requirements.
2. Serves as an advocate for the City's downtown. Develops and conducts on-going public awareness, educational programs, and other public relations activities to foster an appreciation of the City's downtown including its physical assets, commercial development, and cultural charm and offerings.
3. Serves as the staff expert to the DDA Board. Assists in the preparation of development plans and the scope and timing of projects, prepares financial analysis of proposed initiatives, and participates in selecting architects, engineers, contractors, and other professionals. Acts as project administrator providing day-to-day oversight of projects.
4. Oversees and participates in the administrative activities of the DDA including record keeping, budget development, and preparation of various reports, project status updates, and meeting agendas. Develops and maintains a system to track projects such as economic monitoring systems, individual building files, and other related materials.
5. Promotes and develops business retention and attraction strategies. Develops and distributes documentation for business planning, and assists in feasibility studies and planning in consultation with other agencies. Maintains awareness of issues affecting businesses, identifies and provides information to assist in enhancement opportunities, and organizes and administers the façade improvement program.
6. Represents and advances the interests of the DDA through participation and leadership in various committees, boards, authorities, commissions, and other local, state, or regional organizations. Ensures compliance with all applicable federal, state and local laws and regulations.

7. Participates in the coordination of promotional events such as seasonal festivals, concerts, sidewalk sales, and parades with other organizations located in or involved with the downtown area with the goal of improving the quality and excitement of events to attract people to the downtown area. Solicits volunteers as needed.
8. Oversees the activities of the Farmer's Market. Evaluates the markets strengths and weaknesses, and develops recommendations for improvements. Monitors and ensures the Market's attractiveness and appeal, and ensures the overall cleanliness and appeal of all DDA facilities.
9. Assists in the development and administration of department budget. Monitors the budgets throughout the fiscal year and provides financial summaries as requested. Researches, writes, secures, and administers grants for downtown development.
10. Participates in the hiring and supervision of department employees and volunteers. Assigns work, supervises personnel, provides training, evaluates performance, and takes disciplinary action according to established procedures.
11. Maintains all necessary records in accordance with administrative rules, contract language, and legal requirements including State and Federal legislation and local ordinances and regulations. Compiles operational statistics and completes a variety of reports required by the City, State and other funding agencies.
12. Acts as departmental spokesperson and liaison to the public. Responds to public inquiries, investigates complaints, and assists the public as needed. Attends meetings, conducts research, prepares reports, and completes special projects as assigned.
13. Keeps abreast of legislative and regulatory developments, new administrative techniques, and current issues through continued education and professional growth. Attends conferences, workshops, and seminars as appropriate.
14. Performs other related work as required.

**Required Knowledge, Skills, Abilities and Minimum Qualifications:**

*The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.*

- A bachelor's degree in marketing, business or public administration, or related field is preferred.
- Two or more years of responsible experience in marketing, event planning, or related fields is required. Previous experience in a municipal environment preferred.
- State of Michigan Vehicle Operator's License, a satisfactory driving records, and the ability to maintain one throughout employment.
- Strong knowledge of effective marketing and public education strategies.
- Strong knowledge of public relations and community promotion techniques.
- Knowledge of business management procedures and practices to effectively control the DDA financial operations within budget and policy guidelines.

- Skill in preparing, interpreting, and analyzing complex data, developing department budgets, and preparing financial summaries.
- Skill in the use of office equipment and technology, including computers and other related software, and the ability to master new technologies.
- Ability to foster enthusiasm for DDA initiatives among various community groups.
- Ability to communicate effectively and present ideas and concepts orally and in writing, and make public presentations.
- Ability to establish effective working relationships and use good judgment, initiative and resourcefulness when dealing with employees, City officials, professional contacts, community leaders, the media, and the public.
- Ability to critically assess situations, problem-solve, exercise a high degree of diplomacy, and work effectively under stress, within deadlines and changes in work priorities.
- Ability to attend meetings outside of normal business hours, travel to other locations, and work extended hours during special events.

**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 duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.*

While performing the duties of this job, the employee regularly works in an office setting with a controlled climate where they sit and work on a computer, communicate by telephone, email, or in person, and move around the office to travel to other locations. The employee must occasionally lift and/or move items of moderate to heavy weight. The noise level in the work environment is usually quiet.

While performing the duties of this job, the employee occasionally travels outside of the office by vehicle or on foot to visit local businesses, set up and attend various events, and inspects project sites. The employee may be required to exert moderate physical activity setting up for events including standing or waling for long periods, lifting, kneeling, bending, and other related activities. The employee is occasionally exposed to adverse weather conditions and loud noises. The noise level in the work environment is usually quiet, and may be loud in field situations.