**TYBEE ISLAND, GA**

**JOB DESCRIPTION**

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

**DDA/Main Street Coordinator**

**Department: City Manager**

**Pay Grade:** **108**

**FLSA Status:**  **Non-Exempt**

**JOB SUMMARY**

The Main Street/Downtown Development Authority (DDA) Coordinator oversees and implements activities that are relative to the economic development and historical preservation efforts for the City of Tybee Island. The Coordinator will utilize historic preservation as an integral foundation for economic development growth; oversee collaborative planning, development, execution, and documentation of the DDA and Main Street Program. The Coordinator acts as the principal on-site person responsible for coordinating the Main Street Four-Point Approach® locally, representing collaborative efforts to improve, preserve, and enhance the quality of life, and promoting overall appearance improvements as it pertains to the program.

**ESSENTIAL JOB FUNCTIONS**

* Manages the goals, programs, activities, and day-to-day operations of the Tybee Island DDA, Main Street Program and the Historic Preservation Commission (HPC).
* Maintains direct contact and communications with the public, business & property owners, residents, tourism industry professionals, city officials & staff, and various civic organizations. Periodically provides presentations, newsletters, fliers, webpages, social media, speaking engagements, and such that highlight the program area’s assets, progress, activities, and needs.
* Oversees and assists the Main Street Board, HPC, and their committees in developing annual work plan initiatives, using the Main Street Four-Point Approach®.
* Assists with implementation of identified economic development and program related initiatives within the City’s Comprehensive Plan by coordinating with existing businesses within the DDA boundaries for physical improvements, and public improvement projects.
* Assists various City Departments with coordinating physical improvement projects for public areas and city rental facilities, to include researching and consulting with professional contacts and seeking funding for various design projects, such as grants.
* When available, assists commercial property owners with applications for low interest loans, through the DDA, to assist with planned improvements.
* Maintains the City of Tybee’s Certified Local Government status by completely appropriate assessments and serving as the staff person for the Tybee Island (HPC) by working with the HPC Chair to schedule meetings, prepare meeting agendas and minutes, schedule and coordinate HPC special events, preparing grants as applicable, and overseeing the daily operations of the Tybee Island HPC.
* Develops and conducts the ongoing public awareness and education programs designed to enhance appreciation of assets in the program’s area and to foster an understanding of the program’s goals and objectives through speaking engagements, media interviews, appearances, telephone customer service, and keeping (planned) improvements highly visible in the community.
* Manages all aspects of the program, including purchasing, recordkeeping, budget development, and tracking, preparing all program reports required by Georgia Department of Community Affairs, and assisting with preparation of reports to applicable funding agencies.
* Completes monthly reports required by the Georgia Main Street Program to track progress of the program.
* Provides advice and information on successful downtown management while encouraging a cooperative climate among community stakeholders.
* Assists in the coordination of joint promotional events, such as community and art events, educational programs, and cooperative retail promotional events, in order to improve the quality and success of events that attract people to the island, works with local media to ensure maximum event coverage, and encourages design excellence in all aspects of promotion in order to advance the positive image of the island.
* Assists the Facilities & Special Events Coordinator as needed with special event application process.
* Assists with City owned facility rentals by utilizing the online facility reservation system and facility showings as needed.
* Coordinates marketing efforts, maintains several webpages, and social media sites for Main Street and HPC, assesses the management capacity of community organizations and encourage improvements for joint activities such as promotional events, advertising, consistent store hours, special events, business recruitment, and parking management.
* Seeks sponsorship and funding opportunities for identified projects for Main Street/DDA and HPC, by fostering relationships with local, state, and national bodies, as well as community and industry organizations.
* Represents the Community at the local, state, and national levels to important constituencies and speaks effectively on the program’s directions and findings, always mindful of the need to improve state and national Community Development policies as they relate to smaller communities.
* Performs other related duties as assigned.

**QUALIFICATIONS**

**Education and Experience:**

Requires a Bachelor’s Degree in a related field and one (1) year of related experience, or equivalent combination of education and experience.

**Licenses or Certifications:**

Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia.

**Special Requirements:**

Must be able to work flexible hours. Some weekends and evenings are required.

**Knowledge, Skills and Abilities:**

* Knowledge of the operations and functions of City government, City departments, and community organizations.
* Knowledge of City and department policies and procedures.
* Knowledge of the community, Economic Development, and Historic Preservation.
* Knowledge of social media applications and updating websites.
* Knowledge of design and preservation issues.
* Skill in using Microsoft Office applications.
* Skill in digital publication and presentation creation.
* Skill in operating standard office and communications equipment.
* Skill in planning and organizing work independently.
* Skill in oral and written communication.
* Skill in grant writing.
* Skill in public relations.
* Ability to understand the issues confronting business people, property owner, public agencies, and community organizations.
* Ability to relate to people of diverse backgrounds.
* Ability to handle pressure and deadlines.

**PHYSICAL DEMANDS**

The work is typically performed while sitting at a desk or table, standing, walking, bending, crouching, or stooping. The employee occasionally lifts light objects, must hear and speak to receive and convey directions, and be able to distinguish between shades of color.

**WORK ENVIRONMENT**

Work is typically performed in an office.

***The City has the right to revise this job description at any time. This***

***description does not represent in any way a contract of employment.***

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Employee Signature Date

*The City is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information or any other characteristic protected by applicable federal, state or local laws.*