

JOB TITLE: Executive Director

DEPARTMENT: Downtown Development Authority of Douglas, Georgia

JOB SUMMARY: This position is responsible for planning, marketing, promoting, and implementing downtown development programs. The program objectives include community education, formulation of policies, and the development of marketing strategies for those areas. This program will be designed to promote, enhance, conserve, monitor, and improve the designated downtown district.



SALARY & BENEFITS: Minimum \$42k with a 401K match after 6 months (Negotiable Based on Experience and Education)

MAJOR DUTIES:

- Develops an annual budget and monitors expenditures.
- Stay current on compliance by reporting with local, state, and federal agencies.
- Develops, coordinates, and implements long and short-range master plans for downtown development, including urban and trail development.
- Maintains inventories of existing resources, including mapping and photography.
- Responsible for the development and implementation of the DDA and Main Street Program. Coordinates all program activities locally as well as for representing the community regionally and nationally as appropriate.
- Manage all administrative aspects of the Main Street program, preparing all reports required by the State Main Street Program and by the National Main Street Center, assisting with the preparation of reports to funding agencies.
- Make regular filings to required reports and training requirements to maintain status as an Accredited Classic Main Street Program.
- Develops an annual Downtown Development Authority Work Plan in coordination with community leaders and the DDA Board, as well as the City of Douglas and other entities; schedules and coordinate annual retreat.
- Provides assistance to and coordination of the DDA Board, including preparing and administering a budget, agenda setting, minutes and records retention, committee formation and management, as well as volunteer recruitment and management.
- Ensures that communication between committees is well-established, assist committees with implementation of work plan items.

- Recruits volunteers to assist in accomplishing major duties of this position.
- Coordinates with existing City and County departments, Tourism, Recreation Authority, state and federal agencies involved in planning, historic preservation, and downtown development. Works within the Chamber of Commerce to identify areas of concern in the promotion of business location and expansion efforts.
- Plans and implements a variety of educational and public relations activities to create and maintain the historic central business district, including activities that will stimulate the economic development and incorporate historic preservation principles into revitalization of the downtown.
- Manages downtown parking programs, including supervision of the Parking Services Manager. Develops and improves existing parking programs.
- Prepares a variety of reports, surveys, and presentations for various boards and agencies and for the general public.
- Develop and conduct the ongoing public awareness and education program designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives.
- Communicate and coordinate building design elements with tenants, residents and property owners in compliance with the City of Douglas' commercial and residential Design Guidelines, the Secretary of the Interior's Standards for Rehabilitation, and the City of Douglas Building, Fire, and Zoning Codes.
- Serves as liaison to various local state and federal agencies; coordinates projects with agencies, as appropriate.
- Hours must be flexible and the employee should be able to work on the weekends and evenings if necessary.
- Coordinates recruitment and retention plans for downtown businesses, including assistance with business plan development, inventories of available space, and contacting realtors and property owners.
- Identifies, prepares, and implements grants from applicable agencies in enhancing components related to downtown development.
- Assists with the acquisition of easements and property for future development; encourages new commercial and residential development in the historic commercial business district; assists with negotiating contracts.
- Develop proposals and work with the City staff to secure all permits required by state and federal agencies.
- Administers and supervises Downtown Development Authority Loan Program.

- Monitors legislation and regulations relating to downtown development and reports findings to the appropriate parties.
- Maintains a database and contact list of all businesses in the development district for the purpose of mass communications via email and general mail.

KNOWLEDGE REQUIRED BY POSITION:

Should have education and/or experience in the following areas:

- Skill in planning, business administration, public administration.
- Skill in retailing, volunteer or nonprofit administration and/or small business development.
- Skill in oral and written communications.
- Skill in public relations, marketing, design, journalism.
- Skill in prioritizing and organizing.
- Skill in operating computers and job-related software programs.
- Skill in gathering and analyzing statistical data.
- Knowledge of administration, budgeting, basic accounting, and economics.
- Knowledge of economic development principles and practices.
- Knowledge of the principles and techniques of planning, development and historic preservation.
- Knowledge of the relevant City Codes and ordinances of local, state and federal laws governing downtown development
- Knowledge of architecture, historic preservation,
- Knowledge of understanding the issues confronting downtown business people, property owners, public agencies, and community organizations.

SUPERVISORY CONTROLS:

The Downtown Development Authority Board assigns work in terms of department goals and objectives and serves as the board for the DDA and Main Street; has the power to hire and fire. This position works under the day-to-day supervision of the Chamber of Commerce. Work is reviewed through conferences, reports, and observation of activities.

GUIDELINES:

Guidelines include city ordinances, budgeting procedures, grant guidelines, and the Chamber employee handbook. These guidelines require judgment, selection, and interpretation, and application.

COMPLEXITY:

This position consists of tasks in administration, planning development, preservation, and public relations. Complexity is present in the broad scope of the job, the need for creativity, and the multiplicity of tasks and goals. The work consists of varied management and supervisory duties.

SCOPE AND EFFECT:

The purpose of this position is to improve the quality of life of the City of Douglas and Coffee County's core, including the management of the daily operations of the Downtown

Development program. Successful performance will result in economic development and assure full utilization of the downtown and historical areas as an aesthetic, recreational, cultural and economic resource.

PERSONAL CONTACTS:

Contacts are typically with co-workers, committees, department heads of other agencies, volunteers, state and federal employees, homeowners and property owners, tenants, city officials, associations, merchants, the media and the general public. Contacts are to give or exchange information, motivate personnel, resolve problems, provide services, and negotiate or justify matters.

PURPOSE OF CONTACTS:

Contacts are typically for receiving, providing or exchanging information, resolving problems and influencing persons.

PHYSICAL DEMANDS:

Work is performed with the employee intermittently sitting, standing, stooping, and walking. The employee must occasionally lift objects of varying weights and must possess manual dexterity.

WORK ENVIRONMENT:

Work is performed in an office and outside where the employee is sometimes exposed to cold or inclement weather. The work schedule will vary and may include night and weekend duties.

SUPERVISORY AND MANAGEMENT RESPONSIBILITIES:

The position has no supervisory and management responsibilities.

MINIMUM QUALIFICATIONS:

Experience or education sufficient to thoroughly understand the work of the subordinate positions and the ability to answer questions and resolve problems usually associated with a master's degree in planning, public administration, historic preservation or a related field or one to three year's experience or service in any of these fields.