

Wyandotte Downtown Development Authority Director

General Statement of Duties

This professional position is responsible for the initiation and promotion of programs and events to improve, preserve and enhance the quality of goods, services and activities provided in the Wyandotte Downtown Development Authority (DDA) district and adjoining areas. Emphasis will also be placed on business recruitment and retention and pursuit of grant opportunities. Continuous improvement of the overall appearance of the district and adjoining areas is another focus of the position. Generally, the Director is responsible for project oversight and administration.

The Director is responsible to assist the DDA, City in the development, execution, and documentation of the strategic plan for the district. This may include development of a Main Street program and organization, establishment of a marketing plan to promote the Wyandotte DDA District, creation of economic development programs and policies to retain current businesses and attract new businesses, and implementation of a property maintenance program for public areas within the district.

This position is for an at-will contractual employment employee and is considered full-time.

Supervision Received

The position reports to the Downtown Development Authority (DDA) under the general supervision of the DDA Chair and an Oversight Board. The Board of Directors approves a budget and submits the budget to Wyandotte City Council for appropriation. The position functions with considerable independence in job-related activities and is held accountable for results. Work is reviewed through reports, conferences, event results and departmental activities. This position will need to interact with various City Departments and other organizations in carrying out the responsibilities of the position.

Supervision Exercised

The position supervises any temporary or assigned staff and committees as well as professional consultants as assigned by the DDA. He/she participates in project evaluations. This is a highly responsible and visible position, requiring superior organizational skills, the ability to leverage resources and the talents needed to work with diverse groups, individuals and environments.

Essential Job Functions

An employee in this position may be called upon to do any or all of the following essential duties. The duties listed do not include all duties that the employee may be expected to perform. The Director's duties will evolve as program goals and opportunities change. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

- Assist in evaluation of various Main Street programs available.
- Coordinate committees ensuring that communication between committees is well established. Assist committees with implementation of work plans.
- Interact with Mayor and City Council and report back to the same with progress updates.
- Develop annual strategic marketing plan and 5 year forecasted marketing plan with DDA. This should include creation of a brand identity and opportunities for co-op marketing programs.

- Coordinate development and unification of DDA website and support upgrades and changes including implementation of Web 2.0 features and utilization of social websites to further the goals of the DDA.

Essential Job Functions continued

- Support on-going development activities within the DDA district, including interactions with various consultants.
- Handle communications for the DDA, including news releases, press announcements, information releases, and proclamations regarding events, projects and activities in the downtown district and adjoining areas.
- Network effectively with Mayor and Council members, Southern Wayne County Chamber of Commerce, and other organizations that can further the goals of the DDA.
- Create and implement development and business retention programs and polices to create a vibrant environment within the district.
- Source merchants from outside communities who fit the DDA Strategic Plan and complement the current mix of merchants.
- Facilitate the requests of prospective merchants looking to locate in Wyandotte.
- Lobby with various levels of government including those at the state and national levels, philanthropic community, and other organizations to enhance the success of the district.
- Create and publish a newsletter outlining the events and successes within the district.
- Manage any assigned staff approved by the DDA, including consultants.
- Prepare agendas, budgets, financial reports and project update reports.
- Develop a training program for commission members, with input from the DDA chair and chairs of the various committees that function with the DDA.
- Attendance at night meetings and working weekends may be required. This may require working more than 40 hours per week.
- Performs related duties and tasks as assigned.

Knowledge, Skill and Abilities

- General knowledge of architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business and public administration, retailing, volunteer or nonprofit administration and/or small business development is required.
- Prior successful experience in developing and managing a Main Street program is desirable.
- Prior marketing program coordination including budget management, sponsorship management, advertising, merchant communication and relations, and tourism experience is desired.
- Prior supervisory experience is desirable.
- Must understand issues confronting business, property owners, public agencies and community organizations. Prior municipal experience is a plus.
- Must be entrepreneurial, energetic, imaginative, flexible, tenacious, organized and capable of functioning in a very independent situation. The work requires independent judgment and initiative based upon experience and training.
- Must possess excellent interpersonal, verbal and written communication skills.
- Must have working knowledge of Microsoft Office software including Word, Excel, Access and publication and photography software such as Microsoft Publisher or Adobe PageMaker.

Physical Demands and Work Environment

Physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing 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. Employee will be required to travel to other locations, drive a car, 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 depending on location, it can range from moderate to high.

Minimum Qualifications Required

- Must have an undergraduate degree from an accredited university in architecture, economics, finance, journalism, planning, business, political science or an equivalent field. A graduate degree in an appropriate field is desirable, but not required.
- Minimum of 2 years experience in a related field is required. Downtown development experience is desirable.
- Must have demonstrated ability of working independently with minimal supervision.
- Must have public speaking skills, consensus building skills and computer skills.
- Proof of possession of a valid motor vehicle operator's license.
- Prior experience with Main Street Programs is desirable.

Compensation

- Annual salary is negotiable depending upon experience and qualifications.
- Benefit package includes health insurance, vacation and retirement plan requiring participation by employee.

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