

## **BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY EXECUTIVE DIRECTOR**

*July 24, 2019*

The Berkley Downtown Development Authority is accepting applications for a full-time Executive Director. The Director will be responsible for coordinating downtown revitalization activities at the direction of the DDA Board of Directors in the City of Berkley (population: 15,331) using the Main Street Four-Point Approach: Design, Promotion, Business Development and Organization.

*Submit resume, letter of interest, salary requirements, employment history, and three references via email to: **Organization@DowntownBerkley.com**, with the Subject: DDA Director Position. Complete application package must be received no later than September 6, 2019. Equal Opportunity Employer.*

### **GENERAL STATEMENT OF DUTIES**

The Downtown Development Authority (DDA) Executive Director is responsible for managing the DDA's goals, as defined by Michigan Legislature Public Act 57 of 2018, the Board of Directors, and the DDA's Strategic Plan. The Director is an advocate for the DDA District and acts as liaison to businesses, volunteers, property owners, governmental officials, community organizations, and others. Duties will encompass a variety of tasks determined by the DDA Board with a primary focus on economic revitalization of the DDA District.

### **SUPERVISION RECEIVED:**

Work is performed under the general supervision of the DDA Board of Directors

### **SUPERVISION EXERCISED:**

Supervises volunteers and all contractors hired by the DDA

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Executive Director may be called upon to do any or all of the following:

(These examples do not include all tasks which the employee may be expected to perform)

- Oversee administrative aspects of DDA operations, including recording-keeping, grant files, preparation of reports, budget and items as requested by the DDA Board—monthly agenda package, staff memo, correspondence, meeting minutes and posting notices of meetings accordance with the Open Meetings Act of Michigan
- Develop and prepare budget—oversee and approve expenditures, prepare financial reports in compliance and direction from the Board of Directors
- Delegate activities, responsibilities and authority as necessary and desirable to volunteers, contractors and vendors while retaining responsibility and accountability for performance
- Lead and manage the development of short- and long-range DDA plans; aligning the Downtown Master Plan and Design Guidelines with the city's master plan, complete streets, and sustainability plans
- Work with the City on matters affecting the District, such as large-scale development, transit, Complete Streets, parking issues, and ordinance updates
- Oversee and support implementation of the DDA's four standing committee annual workplans
- Provide quarterly reporting to Main Street Oakland County
- Manage and coordinate all marketing and promotional materials – graphic design experience highly desired
- Procure additional revenue through grant writing, events and sponsorships
- Oversee the Downtown Berkley Partnership's (the DDA's non-profit partner) growth and mission; coordinate DBP activities alongside those of the DDA
- Foster working relationships with the DDA Board, Volunteers, City Council, City staff, Chamber of Commerce, community development partners, and other public, private or nonprofit groups and associations interested in downtown development other duty and/or responsibility reasonably necessary to carry out the purposes of the DDA

### **PERIPHERAL DUTIES AND RESPONSIBILITIES:**

- Present to officials, boards, commissions, civic groups and the general public
- Knowledge about local, state and federal legislation and regulations relating to downtown development

- Attend professional development workshops and conferences to keep updated on trends and developments in the field of downtown development
- Attend City Council and Planning Commission meetings as needed
- Attend important city/DDA/Main Street functions, events, etc.

#### **EDUCATION AND EXPERIENCE:**

- A bachelor's degree from an accredited college or university with major course work in economic development, business or public administration, marketing or a closely related field; and
- National Main Street Program/DDA experience either as a dedicated staff member or active volunteer
- Five years of administrative experience in the same or related field with time spent in as many areas as possible of marketing, economic development, design, grant writing, community planning, volunteer development, and public relations
- Any equivalent combination of education and progressively responsible experience, with additional work experience substituting for the required education on a year for year basis

#### **NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of basic laws, ordinances, regulations and budgeting affecting the operation of municipal government
- Ability to provide leadership to the DDA Board, volunteer committees, businesses in the DDA District, City Council, and City Staff
- Capable of being a visionary, as well as an implementer, who thrives on managing a variety of key projects simultaneously, often under tight deadlines
- Extensive writing and editing experience with a variety of print and online communications media; must have demonstrated experience with new media technologies
- Ability to self-start, work independently and maintain an entrepreneurial spirit
- Ability to establish and maintain effective working relationships with a variety of appointed and elected officials, staff, outside agency personnel, community members, media and the general public
- Ability to work nights and weekends and travel, when required
- Experience with MailChimp and Squarespace
- Experience with Adobe Creative Suite highly desired
- Ability to operate office equipment and a personal computer using program applications appropriate to assigned duties

The 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.

Supervisor: DDA Board of Directors

Appointing Authority: City of Berkley

Salary Range: \$48,000 to \$57,000 depending on experience

Preferred Starting Date: 10/01/2019

Posting: July 24, 2019