

CITY OF STONE MOUNTAIN
CLASS SPECIFICATION

Revised 03/29/2017

POSITION TITLE : Downtown Development Director

REPORTS TO : City Manager

DEPARTMENT : Downtown Development Authority (DDA)

NATURE OF WORK:

The Downtown Development Director coordinates, manages and facilitates the downtown development activities for the City of Stone Mountain. Responsibilities include the development, coordination, administration, documentation and implementation of plans and policies adopted by the Board of Directors of the DDA for downtown revitalization. The Director initiates and coordinates a wide range of projects and activities and provides a communication link among various stakeholders and organizations, including but not limited to all levels of government and subcommittees of the DDA and the Livable Centers Initiatives (LCI).

This position is full-time. Hours must be flexible and the employee should be able to work on the weekends and evenings if necessary. This is a salaried administrative position as defined by the Fair Labor Standards Act.

MAJOR RESPONSIBILITIES AND DUTIES:

- Executive Director
 - Manages all administrative functions of the DDA and the Main Street program, including web-site and social media, purchasing, record keeping, budget development, accounting, preparing all reports required by the DCA/Main Street program and the National Main Street Center for Main Street accreditation, assisting with the preparation of reports to funding agencies, and supervising employees and consultants.
 - Assists DDA board members with development and implementation of an annual work plan which includes Main Street's Four (4) Point Approach: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/ downtown development.
 - Assists in development and implementation of the DDA's downtown economic development strategies which effectively utilize the community's cultural, historic, human and economic resources are based on a historic preservation ethos.
 - Facilitates documentation, communication and integration of projects among the DDA and the Main Street Manager sub-committees/action groups and other strategic planning initiatives such as the Livable Centers Initiative (LCI), and Comprehensive Plan.
 - Develops and conducts on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the DDA's and Main Street's program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.

- Assists business and property owners with development projects.
- Researches and develops tools and development resources for business and property owners.
- Assesses and develops capacity of the district's businesses, institutions and groups to carry out joint improvements including but not limited to promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, and parking management. Provides advice and information on successful downtown management. Facilitates a cooperative climate among downtown interests and local public officials.
- Develops and maintains data systems to track the progress of the local Main Street and DDA program utilizing the Main Street program 4 point approach format. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- Helps build strong and productive relationships with appropriate public agencies at the local and state levels. Represents the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- Actively seeks partners and stakeholders as well as grants and various funding sources for economic development of downtown area.

KNOWLEDGE AND SKILLS REQUIRED BY POSITION:

- Project management, public relations, planning, retailing, volunteer administration, and small business development.
- Design and historic preservation guidelines, economic issues confronting downtown business owners, property owners, public agencies, and community organizations.
- Entrepreneurial creativity, organizational skills, and functioning effectively in an independent environment.
- Ability to interact effectively and professionally with all contacts and subordinates
- Excellent written and verbal communication skills
- Successful grant writing and supervisory skills
- Skill in operating personal computers and Microsoft Office Products.
- Skill in gathering and analyzing statistical data.
- Knowledge of budgeting
- Knowledge of City, State and Federal regulations governing downtown development.

MINIMUM QUALIFICATIONS:

Bachelor's degree from an accredited college or university with a major in Public Administration, Business, Economics or related field and three (3) years of progressively responsible management experience are required. An equivalent of education and experience may be considered.

**Requirements included in this class specification
are subject to possible modification to reasonably
accommodate individuals with disabilities.**