

# **CITY OF STONE MOUNTAIN**

## **JOB DESCRIPTION**

Revised January 28, 2019

**POSITION TITLE:** Downtown Development Director

**REPORTS TO:** City Manager

**DEPARTMENT:** Downtown Development Authority

**JOB SUMMARY:** The Downtown Development Director (Director) is responsible for the management of the Downtown Development Authority (DDA) and the Main Street Program.

### **NATURE OF WORK:**

The Director coordinates, manages and facilitates the downtown development activities for the City of Stone Mountain. Responsibilities include the development, coordination, documentation and implementation of plans and policies adopted by the Board of Directors (Board) of the DDA for downtown revitalization. The Director 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 DDA subcommittees.

This fulltime position is subject to the Personnel Policies and Procedures of the City of Stone Mountain. The Director should be able to work on the weekends and evenings if necessary. Attendance is required at meetings of the DDA Board and the monthly Work Session of the City Council. Evening meetings of the Board are held twice each month and the City Council Work Session is held once each month. Special Called meetings of the Board and the City Council may also require attendance by the Director. This is a salaried position as defined by the Fair Labor Standards Act.

### **MAJOR RESPONSIBILITIES AND DUTIES:**

- Performs all management functions of the DDA and the Main Street program, including, but not limited to, contracts, purchasing, record keeping, budget management and development, preparation of reports to funding agencies, supervising employees in the DDA Department, and coordination with consultants.
- Assists in the preparation and management of professional service contracts, property sales and property acquisitions.
- Preparing and filing all documents and reports required by the DCA/Main Street program and the National Main Street Center for Main Street accreditation.
- Assists DDA board members and consultants with development and implementation of an annual work plan which includes Main Street's four-point approach of Design, Promotion, Organization and Economic Vitality.
- Development and implementation of the DDA's downtown economic development strategies to effectively utilize the community's cultural, historic, human and economic resources.
- Assists in the development of marketing plans and programs of the DDA and responsible for their implementation and management.
- Facilitates and coordinates projects and programs of the DDA, the Main Street Program and DDA sub-committees, with other strategic planning initiatives such as the Livable Centers Initiative, DeKalb County's Decide DeKalb and the City's Comprehensive Plan.
- Assists business and property owners with development projects.
- Management of applications to and awards from the Downtown Development Revolving Loan Fund, applicable tax credits and other incentives that may be available.
- Researches and informs DDA on new tools and development resources not currently used by the DDA to assist business and property owners.

- Serves as primary staff contact for the DDA and the liaison to district businesses, property owners, institutions and groups to carry out joint improvements including but not limited to promotional events, advertising, special events, business assistance and business recruitment. Attends regular monthly meetings of the Stone Mountain Village Business Association.
- Develops and maintains data systems to track the progress of the local Main Street and DDA program utilizing the Main Street program four-point approach. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, 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.
- Develops and maintains an inventory of available buildings and sites in the downtown district for economic development.
- Ability to interact effectively and professionally with all contacts and subordinates.
- Perform other related duties as assigned.
- Develop with the DDA Chairperson an annual program of continuing education for this position; achieve and maintain certification through the Georgia Certified Economic Developer program offered by the Carl Vinson Institute of Government.

#### **KNOWLEDGE AND SKILLS REQUIRED BY POSITION:**

- Principles and practices of economic development
- Principles and practices of business management
- Public accounting principles
- Project management, public relations, planning, retailing, volunteer management, 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 able to work effectively in an independent environment.
- Excellent writing and verbal communication skills; basic proficiency in social media
- Successful grant writing and sponsorship proposals
- Supervisory skills
- Skill in operating personal computers and Microsoft Office software.
- Skill in gathering and analyzing statistical data.
- Knowledge of local governmental budgeting, capital outlay and financial loan transactions
- Knowledge of City, State and Federal regulations governing downtown development and Downtown Development Authorities.

#### **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 accommodate individuals with disabilities.**