Downtown Development Authority /Main Street Director

The Downtown Development Authority/Main Street Program Director coordinates activity within downtown Clarkesville using historic preservation as an integral foundation for downtown economic development.

He/she is responsible for the development, conduct, execution, and documentation of the DDA and Main Street program. The director is the principal on-site staff person responsible for coordination all program activities locally as well as for representing the City of Clarkesville regionally and nationally as appropriate.

Job Knowledge and Skills Required:

The director should have education, knowledge and experience in as many of the following areas as possible: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration, and/or small business development. A bachelors degree in marketing, management, or finance and a minimum of two years’ experience with a certified Main Street program is desired.

The director must be sensitive to design and preservation issues. The director must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The director must be entrepreneurial, energetic, creative, well-organized and capable of functioning effectively in a very independent situation. Excellent verbal and written communication skills are essential as are creation and development of professional marketing materials. Exceptional and proven social media skills are required along with verifiable ability to establish good relationships with local and regional media personnel.

This position is a Clarkesville Department Head and reports directly to the City Manager.

Job Description:

Work Objectives:

* Directs and coordinates activity within the downtown development program governed by the Clarkesville Downtown Development Authority/Mainstreet Board of Directors.
* Responsible for the planning; development; execution and documentation of a downtown development program focused on Clarkesville, GA.
* Principal on-site staff person responsible for coordinating all program activities locally as well as representing the downtown regionally and nationally as appropriate.

Full Range of Duties:

* Coordinate activity of downtown development-related committees and volunteers, ensuring that communication between committees is well-established; assist committees with implementation of work plan items.
* Manage all administrative aspects of the downtown development program including purchasing; record keeping; grant administration; budget development and accounting, preparing all reports required by the City, the Board and the Georgia Department of Community Affairs.
* Assist with the preparation of reports to funding agencies and supervising volunteers and part-time consultants.
* Develop, in conjunction with the City and the Board, strategies for downtown economic development utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Be mindful of the roles of various downtown interest groups.
* Assist the Board and committees in developing an annual action plan for implementing a downtown revitalization program focused on the aspects of: design/historic preservation, promotion, organization/ management, and economic restructuring/development.
* Develop and conduct the ongoing public awareness and education program designed to enhance appreciation of the downtown's architecture and other assets. Foster an understanding of the downtown development program's goals and objectives through speaking engagements, media interviews, appearances, while keeping the downtown highly visible in the community.
* With the assistance of the appropriate Main Street committee representatives, provide support to individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and provide advice and guidance on necessary financial mechanisms for physical improvements.
* Partner with major downtown organizations and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Facilitate cooperative and positive relationships among downtown interests and city elected officials.
* Advise downtown merchant organizations and/or chamber of commerce committees on downtown program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
* Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
* Monitor the program's success by overseeing Economic Restructuring committee’s development and maintenance of data systems to track and assess the progress of the downtown development program. These systems should include at minimum: economic monitoring, accurate and up-to-date tax base information, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
* Represent the City/Board/Program at the local, state, and national levels to important constituencies. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
* Other duties as required

Resource Management Responsibilities:

* Supervise any necessary temporary or permanent employees, as well as professional consultants.
* Manage annual budget for downtown development department.
* Oversee any grant administration or special funding tools received by the Board but not managed directly by the City.

Interested Candidates should submit a cover letter, resume/CV and two examples of marketing materials that they have created – one for social media and one for print media to:

Barbara Kesler

City Manager

P. O. Box 21

Clarkesville, GA 30523

The recruitment brochure for this position can be found on the Clarkesville website homepage at www.clarkesvillega.com.