



CITY OF PEMBROKE

Downtown / Economic Development Director Administration

ADM/2

JOB SUMMARY

This position is responsible for planning, marketing, and implementing downtown and economic development within the central business district. Under supervision of the City Administrator, the Director, as a city employee, works with the Downtown Development Authority to implement program objectives, such as community education, formulation of policies, and the development of marketing strategies for those areas. This program will be designed to promote, enhance, conserve, monitor and improve downtown.

FLSA STATUS

This position is classified Exempt under the Fair Labor Standards Act and is not subject to overtime or comp time for hours physically worked in excess of 40 hours per workweek. There may be flexibility from time to time based on the workload as coordinated and approved by the City Administrator.

MAJOR DUTIES

- Develops an annual budget and monitors expenditures.
- Develops, coordinates, and implements long and short-range master plans for downtown and economic development, including urban and trail development.
- Maintains inventories of existing resources, including mapping and photography.
- Develops an annual Downtown Development Authority work plan in coordination with the community leaders and DDA Board, as well as with the City Administrator.
- Provides assistance and coordination of the DDA board including administration and budgeting, agenda setting, committee formation and management, as well as volunteer recruitment and management.
- Coordinates with existing City and County departments, Tourism, state, and federal agencies involved in planning, historic preservation, and downtown development.
- Plans and implements a variety of educational and public relation activities to create and maintain the historic central business district, including activities that will stimulate the economic development and incorporate historic preservation principals into revitalization of the downtown.
- Oversees the supervision of the downtown parking programs.
- Recruits volunteers to assist in accomplishing major duties of this position.
- Coordinates recruitment and retention plans for downtown businesses, including assistance with business plan development, inventories of available space, and contacting realtors and property owners.
- Identifies, prepares, and implements grants from applicable agencies in enhancing components related to historic preservation and downtown development.

- Assists with the acquisition of easements and property for future development; encourages new commercial and residential development in the historic commercial business district.
- Long hours may be necessary to accomplish the mission of the Downtown Development Authority and the employee should be prepared to work weekends and evenings when necessary.
- Develop proposals and work with city staff to secure all permits required by state and federal agencies.

Essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED BY THE POSITION

- Thorough knowledge of the relevant City Codes, state and federal laws governing downtown and economic development and historic preservation.
- Knowledge of administration, budgeting, and basic accounting.
- Knowledge of the principles and techniques of planning, development, and historic preservation.
- Knowledge of and skills in grant writing and implementation regarding historic preservation and downtown development.
- Skills in oral and written communication.
- Skill in public relations and marketing.
- Skill in organizing.
- Proficient skills in operating computers to include Microsoft Office Suite and other forms of social media.
- Skill in gathering and analyzing statistical data.
- Demonstrated ability to:
 - Communicate clearly, effectively, and responsively.
 - Think critically.
 - Organizational skills-personally and events.
 - Recognize sensitive/political situations and act accordingly.
 - Speak comfortably in front of large groups.
 - Manage multiple projects, set priorities, and shift priorities as needed.
 - Perform comfortably in a largely self-directed work environment.
 - Conduct himself/herself professionally at all times.
 - Educate and train volunteers.

SUPERVISORY CONTROLS

In general, this position will be supervised by the City Administrator on a day-to-day basis.

COMPLEXITY

This position consists of tasks in administration, planning, development, preservation, and public relations. Complexity is present in the broad scope of the position, the need for creativity, and in multiplicity of tasks and goals.

SCOPE AND EFFECT

The purpose of this position is to improve quality of life in the City of Pembroke's core, including management of the daily operations of the Downtown Development programs. Successful performance will result in economic development and assure full utilization of the downtown and historic areas as an aesthetic, recreational, historical, cultural, and economic resource.

CONTACTS

- Contacts are typically with co-workers, committees, department heads or other agencies, volunteers, state and federal employees, homeowners and property owners, tenants, city officials, associations, merchants, the media, and the general public.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- Work is performed with the employee intermittently sitting, standing, stooping, or walking. The employee must occasionally lift objects of varying weights and must possess manual dexterity.
- Work is performed in an office and outside where employee is sometimes exposed to cold or inclement weather. The work schedule will vary and may include night and weekend duties.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Degree in Business Management, Public Administration, Public Relations, Business, Marketing, Political Science, or closely related field Preferred.
- Five years' experience in public economic and downtown development.
- Experience in preparing and implementing grants related to historic preservation and downtown development preferred.
- Must possess or be able to obtain the Downtown Development Professional Certification with three (3) years of employment. Other certifications may be required over time: Senior Downtown Development Professional and Master Downtown Development Professional.
- Must be proficient in Microsoft Office Suite, including Outlook and proficient in the use of all social media platforms.
- Must possess excellent customer service skills and be able to speak comfortably in front of large groups.
- Must possess and maintain a valid driver's license from state of residency.
- Must possess or obtain National Incident Management Systems (NIMS) 100 and 700 within three (3) months of employment.