

CITY OF HOWELL
DDA DIRECTOR/MAIN STREET INC. C.O.O.
JOB DESCRIPTION

Position Overview: Under the direction of the Howell Downtown Development Authority, position performs a variety of supervisory, administrative, and professional work to support the Downtown Development Authority, downtown, and district businesses. In coordination, the DDA Director serves as Howell Main Street Inc. C.O.O. The Director will promote commercial district activities, educate businesses, serve as listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points of the Main Street Program (organization, promotion, design, and economic restructuring). The DDA Director will promote public awareness of the program and act as liaison to other government and community organizations.

Salary Range: \$55,000 to \$64,000 per year depending upon qualifications, training and experience. Position offers full range of benefits to include medical, dental and vision insurance, retirement, life insurance, short & long-term disability insurance, paid leave time and paid holidays.

Supervision Received: Position is at-will and serves under the general guidance and direction of the Downtown Development Authority Board of Directors with direct reporting to the Board President. Works in close collaboration with the City Manager and other City staff members. Works independently and exercises judgment and discretion in completion of duties.

Supervision Provided: Position coordinates volunteers and supervises other DDA or Main Street staff and interns as assigned. Supervises consultants and contractors completing special projects within the Main Street and DDA area.

Essential Responsibilities: The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Manages and supervises operations of the DDA and Main Street Program including projects and promotions.
- Provides leadership and direction in the development of short & long range plans and projects.
- Provides professional advice to the DDA Board and other City officials.
- Assures that assigned areas of responsibility are performed within budget; monitors revenues and expenditures; prepares annual budget; assures effective and efficient use of budgeted funds, personnel, materials, facilities and time.
- Develops and executes marketing plans, programs, and marketing materials to ensure the viability of the DDA.
- Maintains DDA website and coordinates use of social media such as Facebook, Twitter and Instagram in order to communicate and promote the downtown district.
- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes.
- Monitors local, state and federal legislation and regulations related to DDA's.
- Acts as downtown and DDA district advocate. Creates and maintains a cooperative working relationship with existing and new business owners, residents and local agencies.

Maintains and disseminates information pertaining to the district as a whole, specific projects, existing amenities, tax and financial information and economic development.

- Encourages and fosters entrepreneurial enterprises and inquiries.
- Coordinates, in conjunction with Main Street staff, regular Main Street committee meetings. Ensures that communication among committees and volunteers is well-established and assists committees with development and implementation of work plan items.
- Manages all administrative aspects of the DDA and Main Street Program to include developing and maintaining appropriate data and record keeping systems; creating and administering budgets; accounting and purchasing in accordance with City of Howell policies; prepares reports, correspondence, presentations; board and committee meeting packets, agendas and minutes; all grant and progress reports as required by the Michigan Main Street Center and National Main Street Center.
- Recruits, trains and coordinates volunteers including members of the four Main Street committees, special project volunteers, and special event volunteers.
- Develops strategies for economic development and historic preservation within the DDA and as well as Main Street areas and collaborates with the City on activities within the DDA district.
- Assists Main Street committees as well as the Board in developing work plans and implementing programs focused on the priorities identified by the Future of Downtown Development study results and the four points of the Main Street Program.
- In collaboration with the City's Community Development Department, directs efforts through Business Development as well as the Pre-Development team, at business recruitment, retention and expansion including providing information, expertise, and appropriate referrals to business owners. Works with developers and building owners to enhance the quality of retail and commercial space. Proactively identifies and recruits local, regional and national retailers and restaurants.
- Understands the City permitting and inspection processes and guides new businesses through them, working through any roadblocks. Acts as liaison between interested businesses, Pre-Development team, and City of Howell.
- Coordinates marketing activities and special events in the downtown area as directed by the DDA Board.
- Designs and conducts public awareness education programs to enhance appreciation of the downtown, to foster an understanding of both the DDA's and Main Street Program's goals and objectives, as well as keep the program highly visible in the community through speaking engagements, public presentations, media interviews, etc.
- Advises and assists in efforts to raise funds in support of Howell Main Street Inc. and its events and activities including but not limited to individual donors, sponsors, grants and foundations.
- Attends all required training and technical assistance visits provided by the Michigan Main Street Program.
- Coordinates maintenance of DDA infrastructure and beautification projects.
- Establishes strong working relationships with downtown businesses through personal contact to foster support and participation in the Main Street Program.
- Encourages a cooperative climate among downtown interests and local public officials. Provides information, expertise, and referrals to support business owners to enhance businesses and the quality of retail and commercial space in the downtown.
- Identifies, secures, and administers grants and related program opportunities for downtown development.

- Builds strong, productive working relationships with appropriate agencies at the local, state, and national levels.
- Builds strong relationships with all persons and groups directly and indirectly involved in the downtown area including, but not limited to, Howell Area Parks & Recreation Authority, Livingston County, the Howell Chamber of Commerce, the Howell Carnegie District Library, community service organizations, and surrounding municipalities.
- Attends City staff meetings, DDA meetings and City Council meetings and keeps officials apprised as to DDA and Main Street events and activities.

Peripheral Duties:

- Assists City with implementation of special projects.
- Serves on various committees and community organizations.

Minimum Qualifications:

Education & Experience: A bachelor's degree from an accredited college or university and 3-5 years work experience in public administration, public relations, urban planning, marketing, historic preservation, economic development, volunteer or non-profit administration, management, small business development, business administration, or a related field is required.

Desired Attributes, Skills & Abilities:

- Must be entrepreneurial, energetic, imaginative, well-organized and capable of working independently and producing results with minimal supervision.
- Must have a thorough knowledge of the four-point Main Street approach to economic revitalization and development.
- Must be sensitive to design and preservation issues and understand the issues confronting downtown businesses, property owners, and community organizations.
- Exceptional public speaking skills and oral and written communication skills.
- Ability to establish strong working relationships with DDA Board, Main Street Committees and Board, City Council, City officials and other community leaders.
- Must have general computer skills and proficiency in word processing, spreadsheets, data base management and basic graphic design/publishing applications.
- Must have bookkeeping skills and an understanding of the municipal budget process.
- Marketing and/or advertising skills in an effort to positively position and promote the downtown as well as the organization.
- Working knowledge of social media applications to include e-mail, list-serves, website management, Facebook, Twitter, Instagram, blogs and others.
- Knowledge of federal, state, and local economic and community development tools, statutes, and policies such as downtown development authorities, tax increment financing, tax incentives, historic preservation districts and tax credits.
- Knowledge in the areas of assessing, taxation, code enforcement, and zoning is a plus.
- Basic understanding of labor laws and ability to supervise employees.
- Must be detail, deadline, and goal-oriented.
- Must be able to successfully manage multiple tasks and stressful situations.
- Must be able to exercise sound judgment in evaluating and making decisions.
- Must be able to handle sensitive issues with diplomacy and confidentiality.
- Must be available to work nights, weekends and special events.

Licensing & Certifications:

- Must possess valid Michigan driver's license or ability to obtain one within six months of appointment.

Tools & Equipment: Personal computer including word processing, spreadsheet, database and publishing software applications, cell phone, copy machine, calculator, gator/golf carts.

Physical Demands: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in an office setting with some outdoor work required. Hand-eye coordination is necessary to operate computers and various pieces of office equipment. The employee is frequently required to talk and hear; sit; use hands to finger, handle, feel or operate tools, objects or controls; and reach with hands or arms.

The employee is frequently required to stand or walk. The employee must occasionally lift up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

Work Environment: The work environment described herein is representative of those an employee normally encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level is usually quiet in the office and moderately noisy in the field. While in the field, employee may be exposed to sun, heat, cold, rain, snow, etc.

Application & Selection Process:

Applications may be obtained at:

https://www.cityofhowell.org/city_departments/hr_job_opportunities/index.php.

Candidates must submit application, cover letter and resume to: Howell City Clerk/HR Director, 611 E. Grand River Avenue, Howell, MI 48443 with electronic copies to: dtownhowellbrian@gmail.com

No phone calls will be accepted. Position is open until filled. The first review of applications is August 28, 2019.

Selection process may include phone interview, oral interview panel, meet & greet with local officials, job related tests, background check, and physical exam to include drug screening.

This job description does not constitute an employment agreement or contract between the employer and employee and is subject to change as the needs of the employer and the requirements of the job change.

The City of Howell and the Howell DDA are Equal Opportunity Employers.