

**Main Street Holly Downtown Development Authority
Director Job Description**

Title: Downtown Development Authority Director/ Main Street Manager

Reports to: Downtown Development Authority Board of Directors (supervised by the DDA Chairperson and the Village of Holly Manager)

Supervises: Occasional sub-contract employee supervision may be required

FLSA: Exempt

Position Purpose: The Main Street Holly DDA Director is responsible for facilitating, promoting and ensuring community and economic development in order to secure opportunities for economic development and increase local employment.

Scope: Under the general direction of the DDA Board and Village Manager, this position plans, organizes and implements programs to promote the growth and development of the economic base within the DDA district, which includes (but is not limited to): the retention and expansion of existing businesses, recruitment and attraction of new businesses, identifying and/or providing resources for new or existing businesses (including funding, training, technical or regulatory assistance, etc.), and forming or strengthening partnerships with local organizations, municipalities or other groups. This position has considerable interaction with all of the departments in the Village of Holly, the DDA Board of Directors, and the business and civic communities.

Essential Job Functions:

- 1) Serve as liaison and collaborates with the Holly Area Chamber of Commerce and other appropriate public and private entities.
- 2) Plan, direct and organize the Downtown Development Authority's economic development activities, including promotional events, and business development services.
- 3) Work with the DDA Board of Directors to establish goals, priorities and an annual operating budget that supports the DDA's mission, and manage and maintain the DDA's Main Street accreditation status.
- 4) Propose strategies to achieve goals and objectives for economic development to the DDA Board and the Village Manager; monitor local, county, state and federal legislation or initiatives regarding economic development.
- 5) Research and pursue private and public sector economic development funding opportunities; consult with industry and government representatives concerning eligibility requirements for funding, and prepare proposals for funding to support community economic development.
- 6) Assist local organizations, businesses and individuals with establishing economic and community development plans, businesses and projects.
- 7) Recruit, organize, lead and support DDA volunteer committees
- 8) Promote the community in order to expand economic development opportunities.
- 9) Carry out administrative actions to support the DDA, including but not limited to purchasing and financial management duties, preparation of agendas, reports, minutes, budget

recommendations, notices and correspondence. Maintain DDA office files and records. Develop and execute an integrated communications program. Schedule and provide oversight and administrative support for events or other programs in the community.

- 10) Will perform other duties as directed by the DDA Board, the DDA Chairperson and/or the Village Manager.

Knowledge, Skills, and Abilities

- Bachelor's degree preferred along with five years of progressively responsible experience in business networking, sales and/or marketing (or an equivalent combination of education and experience)
- Knowledge of strategic planning, project management, public relations, citizen participation, survey research/focus groups, and volunteer management
- Excellent customer service and interpersonal communication, strong written and oral communication skills; group facilitation and collaboration. Must be able to work effectively with and create productive network contacts with business owners, local and state officials, contractors, vendors, and the general public.
- Proficient with computing and technology, including office productivity software, web site maintenance using a CMS, email/e-newsletter systems, social networking and database applications.
- Professional demeanor, strong work ethic, and ability to meet deadlines.

Additional Desired Skills and Knowledge

- Experience in working with governing boards, non-profit or governmental agencies or organizations
- Grant writing knowledge and skills
- Sales/marketing experience
- Knowledge of historical preservation and design
- Reasonable knowledge of, or capacity to learn, planning, zoning and land use issues
- Public relations and/or media relations experience