



Downtown Development Director & Economic Development Officer

Department: Downtown Development Authority

JOB SUMMARY

This position is responsible for directing the city's economic development activities and for directing the Downtown Development program.

MAJOR DUTIES

- Organizes, implements and administers economic development goals and objectives.
- Cultivates and sustains multi-level stakeholder relationships.
- Negotiates and develops economic incentives, agreements and programs.
- Represents the City Griffin locally, regionally and state-wide.
- Manages internal and external marketing research and information efforts.
- Responds to business and community inquiries.
- Works collaboratively with regional and local community organizations.
- Develops business and community enrichment programs.
- Assists with development-related public information and media relations.
- Manages all Downtown Development Authority functions, including strategic planning, meeting management and report preparation.
- Promotes downtown activities and successes via internal and external venues; conducts tours of downtown as needed for small and large groups.
- Initiates the development of marketing materials, brochures and programs related to downtown initiatives.
- Develops and maintains an inventory of downtown businesses; markets available properties; assists tenants and property owners; meets with prospective clients.
- Collects and analyzes statistics on downtown and other areas.
- Identifies resource needs; fundraises and prepares grant applications.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of economic development best practices.
- Knowledge of industry trends, growth patterns and market projections.
- Knowledge of economic and community development principles.
- Knowledge of management concepts and principles.
- Skill in cultivating professional relationships with a variety of stakeholders.
- Skill in the development and implementation of collaborative economic development strategies.
- Skill in problem solving.
- Skill in operating computers and job-related software programs.
- Skill in interpersonal relations.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

This position works independently but receives direction primarily from the Downtown Development Authority and secondarily from the City Manager.

GUIDELINES

Guidelines include the Unified Development Code, the City of Griffin Code, the city's comprehensive plan, grant procedures, city personnel policies, and relevant state and federal laws. These guidelines require judgment, selection and interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied management duties. The variety of tasks to be managed contributes to the complexity of the position.
- The purpose of this position is to direct the city's economic and downtown development operations. Success in this position results in the efficiency and effectiveness of those operations.

CONTACTS

- Contacts are typically with co-workers, other city employees, elected and appointed officials, contractors, developers, urban and regional planners, business owners, representatives of state and federal agencies, and members of the general public.
- Contacts are typically to provide services; to give or exchange information; to resolve problems; to motivate or influence persons; or to justify, defend or negotiate matters.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- A master's degree in a course of study related to the occupational field.
- Experience sufficient to thoroughly understand the work this position, usually associated with three to five years of experience.

THE CITY OF GRIFFIN IS AN EQUAL OPPORTUNITY EMPLOYER