



## Downtown Development & Economic Development Director

Department: Economic Development

### JOB SUMMARY

This position is responsible for directing the Downtown Development & Main Street Programs and the economic development activities of the City of Griffin.

### MAJOR DUTIES

- Organizes, implements and administers economic development goals and objectives to include developing strategies for downtown economic development.
- Manages all aspects of the Main Street Program, including purchasing, recordkeeping, budget development, accounting, meeting agenda's & minutes and preparing required reports.
- Assists the Main Street Advisory Board with developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation, promotion, organization, management, and economic restructuring/development.
- Assist 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 materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of 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. Encourage a cooperative climate between downtown interests and local public officials.
- Advise Chamber of Commerce retail committees on Main Street 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.
- 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.
- Attends related meetings and events during and after regular working hours.
- 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.
- Skill with Microsoft office products including word and excel.

## **SUPERVISORY CONTROLS**

This position works independently receiving direction from the City Manager, Downtown Development Authority, and Main Street Advisory Board.

## **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, downtown development and main street 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**

Manages a full-time Administrative Assistant and part-time assistant.

## **MINIMUM QUALIFICATIONS**

- Bachelor degree in Public Administration, Public Relations, Planning or an equivalent discipline. A Master's degree is preferred.
- Experience sufficient to thoroughly understand the work of this position, usually associated with three to five years of downtown development, main street program management and/or economic development.
- Willingness and ability to work outside of normal business hours, including evenings and weekends, as required.
- Possession of a valid driver's license.