

Job Posting
Downtown Development Manager

Department: Administration	Pay Grade: 19
Reports to: City Manager	Hiring Salary Range: \$41,247 - \$51,559
FLSA: Exempt	Deadline to Apply: Open Until Filled* *First review of applications will begin May 15, 2019

General Statement of Duties

Performs highly skilled administrative and professional work in economic development, promotional and consultative functions in developing and directing a Downtown Development program for the City as part of the downtown revitalization and downtown historic preservation effort; serves as Executive Director of the Henderson Vance Downtown Development Commission (HVDDC). In addition to normal work schedule, position will be required to perform some work assignments during non-traditional hours such as evenings and weekends.

Essential Duties and Tasks

- Serves as coordinator of the Downtown Development program and the HVDDC; plans and executes meetings, agendas, budgets, and reports on activities; serves as liaison between public and committees; researches and recommends grants, policies and strategies to the HVDDC, City Council and others; prepares brochures and other materials for marketing purposes; maintains program records, minutes, data and statistics; provides staff support and leadership for the Downtown Development Commission.
- Works through a variety of means to develop and maintain downtown businesses including maintaining informal, personal and written contact with businesses, making presentations before groups, and communicating with the media about downtown activities.
- Plans, organizes, coordinates and implements various plans and projects including beautification efforts, cultural, commercial, and tourist events, and related activities; develops and administers grants; designs beautification; organizes ribbon cutting, holiday and seasonal events.
- Plans and participates in various activities and events to build relationships among business owners, to develop new ideas for downtown promotion and to support existing programs.
- Maintains contact with community leaders, and representatives of businesses and industry; visits businesses regularly to stay abreast of their status, any potential for expansion, and assists with problems; follows up on requests; prepares newsletters, brochures, and makes presentations regarding economic development activities.
- Makes presentations to City Council and other groups about downtown activities and district.
- Prepares and administers Commission and office budget; develops grants and funding sources to support economic development, infrastructure improvements, etc.; researches, writes and contracts for grants procurement and administration; coordinates activities with a wide variety of local, regional and state agencies.
- Coordinates various design activities such as beautification projects with public and private sectors, downtown improvements, replacing power poles, putting in planters, installing and removing banners and decorations, etc.

- Works on a variety of economic development activities such as creating RFP's for building sales, developing inventory of available properties, helping tenants with improvements, administering façade improvement grants, and. soliciting owners to lease or sell existing properties,
- Consults with the City's Development Services Director on planning and zoning issues.
- Keeps current records on sites and buildings; keeps files and statistics on demographics, economic base, maps, profiles, retail sales, building permits, finances and schools; reports on growth announcements and statistics on various agencies; updates web site information as needed.
- Performs related duties as required.

Knowledge, Skills, and Abilities

- Thorough knowledge of principles, practices and processes involved in downtown commercial development and marketing, press relations, and related City goals, policies, and principles.
- Thorough knowledge of the principles of management, business, their organizational procedures, and financing.
- Considerable knowledge of economic, social, historical, and technological resources available in the downtown commercial development field.
- Considerable knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning.
- Considerable knowledge of the Downtown Development program, historic properties preservation strategies and related regulations and grants.
- Considerable knowledge of the application of information technology to data research and office technology.
- Skill in coordinating large events and programs with multiple agencies and groups.
- Skills in data collection and analysis, and establishment of data bases about pertinent City statistics and demographics.
- Skill in marketing, relationship building, event coordination, collaboration and conflict resolution.
- Ability to plan, organize, and effectively develop commercial leads for the City including building consensus among diverse groups.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships with business executives and owners or representatives, public officials at the local and state levels, contractors, community leaders and organizations, other department heads, and other employees.
- Ability to analyze situations accurately and make correct recommendations for each business contact.

Desirable Education and Experience

Graduation from a four year college or university with a degree in business, planning, economics, or related field supplemented by training in economic or downtown development and considerable professional experience in planning, marketing, economic development or related field; or an equivalent combination of education and experience.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, manual dexterity, grasping, talking, and hearing.

Must be able to perform sedentary work exerting up to 10 pounds of force frequently or constantly to move objects. Must possess the visual acuity to prepare and analyze data, examine and work with maps, charts, and detailed materials, operate a computer, perform visual inspections, use measuring devices, to figure computations, and to read extensively

Special Requirements

Possession of a valid North Carolina driver's license.