

TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY  
Job Description

EXECUTIVE DIRECTOR (ED)

**Supervised By:**

Traverse City Downtown Development Authority (DDA) Board of Directors

**Supervises:**

DDA Staff

**Job Type:**

Employment Agreement

**General Summary:**

The Executive Director (ED) serves at the pleasure of the Traverse City Downtown Development Authority (DDA) Board of Directors. The ED is the catalyst, promoter and keeper of the Traverse City downtown vision. ED is responsible for the development, execution, implementation of the Downtown Development Authority (DDA) activities in the City of Traverse City. The ED works with the Board, oversees all DDA staff to ensure successful implementation of the Board's strategic plan and annual operating plan for the DDA which may include contractual work for other entities and enjoys working with people and organizations.

**Position Responsibilities:**

The Chief Executive Officer is a champion, cheerleader and visionary for Traverse City's downtown. The ED is a strong leader who invites and embraces engagement with all interests in fulfilling the annual goals and priorities of the DDA. The ED builds and sustains relationships and provides services and programs that are valued by businesses and other organizations located within the DDA district. The ED's work is driven by the future vision for Traverse City's downtown.

**Areas of Focus:**

1. Leadership
2. Development (Infrastructure, etc.)
3. Parking
4. Business Recruitment and Retention
5. Marketing and Promotion
6. Partnership and Collaboration

**Essential Job Functions:**

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this Job successfully, an individual must be able to perform each essential function satisfactorily.

1. The ED has the authority to hire and manage DDA staff including those who may work under contract. Beginning in 2018, all staff will participate in "360" performance evaluations.
2. Implementing the DDA's strategic and developing and implementing operating plans;
3. Implementing Tax Increment Financing plans and strategies;

4. Leading, cultivating and promoting a thriving business environment; proactive communications and engagement with stakeholders, including businesses, down- town groups and organizations, neighboring communities and governments, fund- ing sources and others;
5. Developing and participating with partnerships to achieve strategic goals operating plan priorities;
6. Overseeing the development and management of downtown parking facilities;
7. Achieving the goals of an annual capital improvement program;
8. Fulfilling contractual obligations with other entities; and others;
9. Handling all employee transactions, including employee training and evaluation;
10. Establishing annual goals, objectives and milestone measurement with the Executive Committee;
11. Additional responsibilities as directed by the Board of Directors.

**Required Knowledge, Skills, Abilities and Minimum Qualifications:**

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

1. Bachelor's degree in an area of concentration related to the position.
2. At least 7 (seven) years of work experience with accomplishments that are relevant to this job description.
3. Understanding and working knowledge of purposes and roles of DDA's.
4. Successful management of community-based programs.
5. Successful in leading and participating in outreach and community engagement processes, including use and application of multiple forms of media to reach and have two-way communications with stakeholders.
6. Successful planning, development and implementation of strategies and operating plans that address community priorities.
7. Familiarity with how to attain goals in communities of similar size and nature as Trav- erse City.
8. Well versed in general funding sources available for communities and how to help develop funding.
9. Experience in setting and attaining personal and organizational performance measures.
10. Demonstrated leadership, communication and team building skills
11. Demonstrated ability and interest in collaboration and collective impact and in developing common agendas for addressing complex needs, issues and priorities. A

- "connector" between businesses, people, governments and other organizations.
12. Outstanding communicator in all respects who demonstrate through example the positive influence of inclusiveness in attaining priorities. A "modern" thinker and communicator, adept in social media and modern communication methods. Capability and experience with educating various sectors on options and implications involving government programs.
  13. Forward thinker and effective planner who deals with needs and priorities proactively.
  14. Enjoys and comfortable dealing with concepts and large visions of the future. 15. Successful management of and coping with stressful conditions.
  16. Enjoys working with people and is able to manage small a staff unit.
  17. Understanding of small town dynamics.
  18. Prior experience in implementing Tax Increment Financing plans.
  19. Can readily prioritize in short and long-term contexts.
  20. Familiarity with work and jobs that have elected officials as primary stakeholders.
  21. Experience with leveraging partnerships, affiliations, volunteers and staff to maximize productivity in ways that contain or reduce operation costs as a function of output.

#### Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is typically in an office setting where they are regularly required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. In the course of inspecting public works projects, the employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move objects of moderate weight. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

While performing the duties of this class, the incumbent is regularly required to use writ- ten and oral communication skills; observe and interpret situations; read and interpret data, information and documents; analyze and solve complex problems; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions; and interact with officials and the public.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment can range from quiet to loud.

#### Tools and Technology

The DDA office uses a variety of software including Microsoft Office Suite, G Suite (google), Macintosh Pages, Numbers and Keynote, as well as FileMaker 15.