



The Downtown Development Association of Lincolnton Inc.

Media Release

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For Immediate Release

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Downtown Program Seeks Executive Director *Applications Are Now Being Accepted*

LINCOLNTON, N.C. – The Downtown Development Association of Lincolnton, a private 501c3 non-profit organization, is now accepting applications for their first paid staff position. The Executive Director is expected to manage the organization's program of work and fulfill the requirements to maintain the Association's accreditation as a North Carolina Main Street community. The Executive Director will report directly to a board of directors made up of volunteers who have expressed a vested interest in the economic vitality of downtown Lincolnton.

Interested applicants should submit a resume, cover letter and references no later than 5 p.m. on Wednesday, December 28, 2016 via e-mail to downtown@lincolntonnc.org

[Enclosure]

DDA EXECUTIVE DIRECTOR JOB DESCRIPTION

Overview

The person filling this position is expected to manage the Downtown Development Associations day to day functions as well as oversee the Main Street Program initiatives and duties

Executive Director Role

The Executive Director is the key management leader of the DDA. The Executive Director is responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include fundraising, marketing, and community outreach. The position reports directly to the Board of Directors.

General Responsibilities

1. Board Governance: Works with board in order to fulfill the organization mission.
 - Responsible for leading DDA in a manner that supports and guides the organization's mission as defined by the Board of Directors.
 - Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
2. Financial Performance and Viability: Develops resources sufficient to ensure the financial health of the organization.
 - Responsible for the fiscal integrity of the DDA to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
 - Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
 - Responsible for fundraising and developing other resources necessary to support the DDA's mission.
3. Organization Mission and Strategy: Works with board and staff to ensure that the mission is fulfilled through programs, strategic planning and community outreach.
 - Responsible for implementation of the DDA's programs that carry out the organization's mission.
 - Responsible for strategic planning to ensure that DDA can successfully fulfill its Mission into the future.
 - Responsible for the enhancement of DDA's image by being active and visible in the community and by working closely with other professional, civic and private organizations.
4. Organization Operations. Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.
 - Responsible effective administration of DDA operations.
 - Responsible for the hiring and retention of competent, qualified staff.
 - Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.

Professional Qualifications:

- A bachelor's degree or commiserate experience
- Transparent and high integrity leadership
- Solid, hands-on, budget management skills, including budget preparation, analysis, decision-making and reporting
- Strong organizational abilities including planning, delegating, program development and task facilitation
- Ability to convey a vision of DDA's strategic future to staff, board, volunteers and donors
- Knowledge of fundraising strategies and donor relations unique to nonprofit sector
- Skills to collaborate with and motivate board members and other volunteers
- Strong written and oral communication skills
- Ability to interface and engage diverse volunteer and donor groups
- Demonstrated ability to oversee and collaborate with staff
- Strong public speaking ability

Actual Job Responsibilities:

- Planning and operation of annual budget.
- Establishing employment and administrative policies and procedures for all functions and for the day-to-day operation of the nonprofit.
- Serving as DDA's primary spokesperson to the organization's constituents, the media and the general public.
- Establish and maintain relationships with various organizations throughout the state and utilize those relationships to strategically enhance DDA's Mission.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility of the Foundation throughout the State.
- Supervise, collaborate with organization staff.
- Strategic planning and implementation.
- Oversee organization Board and committee meetings.
- Oversee marketing and other communications efforts.
- Review and approve contracts for services.
- Other duties as assigned by the Board of Directors.

Main Street Program Manager Work Objectives

The Main Street program manager coordinates activity within a downtown revitalization program that utilizes historic preservation as an integral foundation for downtown economic development.

He/She is responsible for the development, conduct, execution and documentation of the Main Street program. The program manager is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the community regionally and nationally as appropriate. In addition, the program manager should help guide the organization as it grows and as its objectives evolve.

Full Range of Duties Performed For Program Manager

The program manager should carry out the following tasks:

- Coordinate activity of Main Street program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants.
- Develop, in conjunction with the Main Street program's board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas:
 1. Design/Historic preservation
 2. Promotion
 3. Organization/Management
 4. Economic restructuring/development
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.
- 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 communities' ability to carry out joint activities such as promotional 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 downtown merchant's organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events and attract people downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of the promotion in order to advance an image of quality for the downtown.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic

documentation of all physical changes and information on job creation and business retention.

- Represent the community to important constituencies at the local, state and national levels. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

Resource Management Responsibilities

The program manager supervises and necessary temporary or permanent employees, as well as professional consultants. He/She participates in personnel and program evaluations. The program manager maintains local Main Street program records and reports, establishes technical resource files and libraries and prepares regular reports for the state Main Street program and the National Main Street Center. The program manager monitors the annual program budget and maintains financial records.

Job Knowledge and Skills Required

The program manager should have education and/or experience in one or more of the following areas:

- Architecture
- Historic preservation
- Economics
- Finance
- Public relations
- Design
- Journalism
- Planning
- Business administration
- Public administration
- Retailing
- Volunteer or non-profit administration/ and or small business development

The program manager must be sensitive to design and preservation issues. The manager must understand the issues confronting downtown business people, property owners, public agencies and community organizations. The manager must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

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