



Village of Middleville



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DDA DIRECTOR JOB DESCRIPTION

WORK OBJECTIVE

The DDA Director coordinates activities within the DDA District as an integral foundation for economic development. He/she assists the DDA Board, committees, and volunteers in the development, conduct, execution, and documentation of DDA programs. The Director will be a positive and energetic source for the long-term success of the DDA. The Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally as appropriate. In addition, the Director should help guide the organization through the execution of the TIF Plan.

RANGE OF DUTIES TO BE PERFORMED

The DDA Director should carry out the following tasks:

1. Become familiar with all stakeholders and groups involved in the DDA District. Be mindful of the roles of various downtown interest groups. Assist the DDA Board in developing an annual action plan, including promotion/marketing and organizational management.
2. Coordinate the activities of the DDA, ensuring well-established communication among committees. Assist volunteers with the implementation of action plan items. The Director must work effectively with special event volunteers and others involved in DDA projects.
3. Manage administrative aspects of DDA programs, including, but not limited to, purchasing, record keeping, budget development, preparation of board and committee meeting packets, identifying and securing grants, and preparing grant and progress reports.
4. Encourage historic preservation and place-making improvements through DDA and state programs, plus communication with and education of property owners.
5. Assess the capacity of local businesses and encourage improvements in growth through business assistance, business mentorship, and business education opportunities. Actively recruit new businesses to the DDA District.
6. Work to maintain a cooperative climate among district interests and local public officials.
7. Advise District merchants' groups, help coordinate joint promotional events, and work closely with local media to ensure maximum coverage of promotional activities.
8. Ensure that the DDA abides by all applicable federal, state, and local laws and regulations while maintaining associated records and reporting procedures.
9. Continue to learn more about commercial district revitalization and take advantage of professional development opportunities.
10. Understand that the duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does

not exclude them from the position if the work is similar, related, or a logical assignment to the position.

11. All of the above duties and responsibilities are judged to be “*essential functions*” in terms of the Americans with Disabilities Act (ADA).

JOB KNOWLEDGE AND SKILLS

1. The DDA Director should have a bachelor’s degree and/or equivalent experience in one or more of the following areas: finance, volunteer or nonprofit management, public relations, micro-business development, or historic preservation.
2. The Director must demonstrate an understanding of the issues confronting DDA District business people, property owners, public agencies, and community organizations.
3. The Director must be entrepreneurial, energetic, imaginative, well-organized, and capable of functioning effectively in an independent and often stressful environment. Excellent written and verbal skills are essential.
4. Experience with fundraising and volunteer management is essential.
5. The Director must be proficient in the following applications: the whole Microsoft Office suite, database management, and In-Design/Publisher.
6. The Director should have a working knowledge of social media applications such as listserves, website maintenance, Facebook, Twitter, and others.

LICENSES

A valid Michigan driver’s license is required.

SELECTION GUIDELINES

Submission of a formal application, rating of education and experience, oral interviews and reference and background checks.

The Village of Middleville does not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, age, or disability in employment on the provision of services.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.