

## Downtown Development Authority (DDA) Director / Main Street Program Director

Reports To: The Director reports to the City Manager and supports the DDA Chairman and Main Street Board President

### Summary:

The City of Pelham is a rural South Georgia community, with an evolving Downtown Development Authority, an accredited Main Street Program, and a community founded on its motto of “*Pride and Progress*”. The role of DDA Director is vital to the economic development and revitalization of the City of Pelham. The position is responsible for supporting the Downtown Development Authority and Main Street Program and assisting the City Manager manage community development activities.

### Major Duties:

- Downtown Development Authority Director works with the Downtown Development Authority and other authorities to attract new economic development to the city and downtown area.
  - Acts as expert staff for the DDA Board by assisting in the preparation of developmental plans and the scope and timing of specific projects pertaining to downtown revitalization.
  - Provides day to day oversight of projects in progress, acting as the DDA’s representative. Reviews and authorizes invoices, maintains all financial and project data, ensures timeline and task execution of all projects.
  - Acts as downtown/district advocate. Creates and maintains a cooperative working relationship with existing and new business owners/operators, residents and local agencies. Maintains and disseminates information pertaining to the district as a whole, specific projects, existing amenities, tax and financial inquiries, etc.
- Main Street Director coordinates activity within a downtown revitalization program, which utilizes historic preservation as an integral foundation for downtown economic development.
  - Supports activity of Main Street Program committees, ensuring that communication between committees is well established; assist committees with development and implementation of work plan items.
  - Prepare all reports required by the coordinating Main Street Program and other key funders and administrators.
  - Develop and conduct ongoing public awareness programs designed to enhance appreciation of the downtown businesses, to foster an understanding of the Main Street program’s goals and objectives, and to keep the program highly visible in the community.
- Community Coordinator is responsible for facilitating, promoting and ensuring community activity planning and development and negotiating and monitoring community initiatives in order to secure and monitor opportunities for community development.
  - Secures grant funding for a variety of programs and initiatives and manages funds according to grant requirements.

- Research and provide recommendations on Community Development opportunities.
- Raise public awareness on issues relevant to the community

Qualifications:

- Education
  - Graduate of a four-year college or university.
  - Major coursework in business, marketing, public administration, planning or a field related to downtown development.
- Experience
  - 3-5 years of experience with economic development and/or Main Street preferred, but not required
- Skills and Abilities
  - Use of computer systems and all Microsoft applications (especially Word, Excel, PowerPoint and Publisher) and Adobe Acrobat.
  - Knowledge of budgeting and financial management, particularly government financing.
  - Practical experience in managing an organization, including marketing, recruitment, retention, planning, design, etc.
  - Strong verbal and written communication skills.
  - Strong technical writing skills are required for grant writing.
  - Superior verbal and written communication skills.
  - Knowledge of effective marketing, public relations and social media strategies.
  - Self-motivated and organized.
  - Ability to establish and maintain cooperative working relationships with elected officials, city employees, business owners, residents, boards and commissions, and the general public.
- Certificates (desired, but not required)
  - Downtown Development Basic
  - Creating a Downtown Renaissance: Advanced DDA Training
  - Main Street 101
  - DCA Georgia Academy for Economic Development