

Reports to: The Director is directly supervised by the Manistee Downtown Development Authority (DDA) Board Chairperson. The Director's duties will encompass a variety of tasks as determined by the Manistee DDA Board. Annual evaluations will be based on defined goals and strategic objectives agreed upon by the Director and the Manistee DDA Board.

Overview: Administers and manages the economic development activities and marketing of the Manistee Downtown Development District (District). Performs a variety of administrative, technical and professional tasks in preparation and implementation of economic and business development plans, programs, and services. Promotes the businesses and economic development interests within the District. Provides assistance to individuals and firms to establish, relocate, or expand their businesses within the District. Plans and coordinates development and redevelopment projects, assists business and residential applicants with local and state permitting processes, and provides necessary research for sponsored projects.

Classification: Exempt; includes holidays and weekends as needed

Economic Development Core Responsibilities: This position will spend 70% of time in Economic Development Responsibilities as follows:

- Develops and manages a comprehensive economic development strategy.
- Develops and manages a comprehensive outreach program to new and expanding business.
- Develops and implements a business visitation program and conducts personal visits to downtown businesses to assess and resolve business climate issue and concerns.
- Develops and manages a new prospect visitation program.
- Manages the marketing efforts of the downtown district to include developing and implementing promotional and marketing programs and materials, excluding events.
- Identifies the interests and priorities of businesses located within the District.
- Monitors and evaluates the effectiveness of the economic development strategies.
- Establishes and maintains a database of existing District businesses, and vacant commercial and residential properties.
- Researches and secures sources of funding to support economic development strategies.
- Proactively navigates and facilitates processes for solutions for established and prospective businesses.
- Develops and maintains supportive relationships with other local, regional and State economic development organizations, existing businesses and real estate networks.
- Provides reports to State and local entities as required.

Additional Responsibilities: This position will spend approximately 30% of time in other responsibilities as follows:

- Manages relevant administrative aspects of the DDA , including purchasing, record keeping, budget development, accounting, preparation of all reports required by the DDA Board, and supervision of employees and consultants.
- Encourages excellence in all aspects of promotion in order to advance an image of quality for the downtown district.
- Works to instill good maintenance practices in the downtown district, to enhance its physical appearance through the rehabilitation of historic buildings, preservation of historic building stock.
- Encourages construction of appropriate new buildings.

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
DIRECTOR OF ECONOMIC DEVELOPMENT
JOB DESCRIPTION**

- Educates business and property owners about design quality and long term planning.
- Interfaces with the City of Manistee Historic District Commission and other entities as appropriate.
- Maintains DDA program records and reports, establishes technical resource files and libraries, and prepares regular reports for the DDA Board.
- Monitors the annual program budget and maintain financial records.
- Other duties as assigned by DDA Board.

Qualifications:

- *Education.* A bachelor's degree in economic development is preferred.
- *Experience.* Performance of this job requires at least 5 years of proven economic development experience and a demonstrated knowledge of principles and practices pertaining to at least two (2) of the following areas: urban planning, , redevelopment planning, finance, housing development, DDA/TIFA/LDFA/BRA management, grant writing, business development and historic preservation.
- *Other Knowledge, Skills and Abilities.* Must be entrepreneurial, energetic, well-organized, self-starter, imaginative, able to facilitate cooperation between multiple interest groups, and an independent worker who can produce results with minimal supervision. Excellent public speaking and oral and written communication skills are required. Must have general computer skills and be proficient in word processing (Word), spreadsheet (Excel), presentation (Powerpoint), project scheduling (MS Project or similar) and basic accounting (Quickbooks) applications.

Certification or Licensure:

- A valid driver's license is required
- Certified Economic Developer (CECd) preferred,