



**CITY OF BERKLEY**

3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

## **BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY**

### **POSITION DESCRIPTION**

**Job Title:** Executive Director

**Department:** Downtown Development Authority

**Reports to:** DDA Board of Directors / Reports City Manager

**Status:** Full-Time

**Salary Range:** \$70,000+

**Mission:** The Berkley Downtown Development Authority exists to spur economic vitality, construct and improve streetscapes and public spaces as well as enhance visitors' diverse experiences, and create connections with residents and business of Downton Berkley.

**Vision:** Downtown Berkley is an active, friendly, welcoming, creative, exciting, and attractive destination for our city's residents, visitors, and businesses. Our unique and diverse businesses prosper amidst economic growth, renewal, and momentum along Coolidge and Twelve Mile Road. Downtown Berkley is a broadly known, highly regarded, and leading downtown choice.

**Job Summary:** The Executive Director of the Berkley Downtown Development Authority (DDA) is responsible for leading and managing the DDA's efforts to enhance and promote the downtown area. This role involves working closely with the DDA Board of Directors, city officials, local businesses, and community organizations to implement strategies that drive economic development, construct and improve public spaces, and create a vibrant downtown district.

The DDA Executive Director will ultimately report to the DDA Board, but is an employee of the City of Berkley, and therefore, shall be subject to the policies outlined in the City of Berkley's Merit System policy manual. Further, the DDA Director will be considered a department director of the City, and will be expected to participate in the organization as such.

The City Manager is responsible for ensuring the Director is adhering to these policies and shall communicate any issues to the Board.

The City Manager will confirm the Executive Director's schedule and approve their timesheet.

Discipline, hiring or other employment actions shall be done in coordination between the DDA Board, the City Manager and City Human Resources Director, and consistent with City policies and procedures.

The DDA Board shall conduct performance reviews of the DDA Director at least annually, in coordination with the City Manager and City Human Resources Director, and consistent with City policies and procedures.

**Benefits:** As a Merit System employee with the City, the Executive Director has a right to the following benefits:

- a) Vacation Leave Earned at Eight (8) Hours Per Month
- b) Sick Leave Earned at Eight (8) Hours Per Month
- c) Four (4) Personal Days
- d) 13 Holidays
- e) Healthcare Coverage
- f) Dental Coverage
- g) Vision Coverage
- h) Defined Contribution: 10% Employer/4% Employee
- i) Retire Health Savings Plan: 4% Employer/1% Employee

## **Key Responsibilities:**

### Leadership and Management

- Provide strategic direction and leadership for the DDA.
- Implement the DDA's strategic plan at the direction of the Board.
- Manage the day-to-day operations of the DDA, including budgeting and administrative duties. Work under daily guidance from city manager and coordinate with city departments.
- Attend and facilitate monthly DDA Board of Directors meetings.
- Attend city council meetings as needed.

- Facilitate and attend DDA events both during and outside of business hours including weekends.
- Serve as the primary liaison between the DDA Board of Directors, city officials, city council, business owners, and the community.
- Develop, maintain, and manage a coordinated and organized volunteer network.
- Lead and facilitate sub-committee members and meetings when necessary.
- Other duties as assigned by the Board.

### Economic Development

- Develop and implement plans to attract new businesses and support the growth of existing businesses within the downtown area.
- Coordinate with City of Berkeley departments on policy considerations and policy implementations that impact downtown businesses.
- Identify and pursue funding opportunities, including grants, sponsorships, and partnerships, to support DDA initiatives, projects, and priorities.
- Maintain relationships and provide resources and assistance to downtown businesses, including financial programs, grants and incentives.

### Marketing and Promotion

- Coordinate and oversee marketing and promotional activities with selected vendors to enhance the visibility and attractiveness of the downtown area.
- Develop, execute, and attend events and programs that drive foot traffic and community engagement, engaging with the existing committee structures and community volunteer base.
- Work with vendors to maintain and update the DDA's websites and social media platforms.
- Facilitate efforts related to the Downtown Berkeley Farmers Market series, which has been directly handled by contracted coordinators.
- Coordinate efforts related to the downtown social district, Berkeley Outdoor Social Scene (BOSS).
- Maintain email list of downtown business owners, building owners, and other interested parties.
- Develop and publish a regular email newsletter with pertinent information for stakeholders.

### Community Engagement

- Foster strong relationships with local organizations, community groups, and residents.
- Represent the DDA at public meetings, community events, and other forums.
- Conduct public awareness and education programs to highlight the benefits of the downtown area.
- Lead monthly informational and coordination meetings for downtown businesses and building owners.

### Planning and Development

- Oversee the development and maintenance of a comprehensive inventory of downtown properties and businesses.
- Work with city officials on planning and zoning matters that impact the downtown area.
- Implement capital improvement projects as approved by the DDA Board of Directors.
- Support strategic planning efforts and measurement of progress toward strategic goals.

### Supervisory Responsibilities

- Responsible for hiring and supervising DDA contractors and any future DDA employees.

## **Qualifications:**

### Education and Experience

- Bachelor's degree in a related field preferred.
- 3-5 years of experience in downtown development, economic development, urban planning, or a related field.
- Proven experience in fundraising, grant writing, and budget management.

### Skills and Abilities

- Strong leadership and management skills.
- Excellent communication and interpersonal skills.
- Ability to build and maintain effective relationships with a wide range of stakeholders.
- Proficient in the use of office software and social media platforms.

- Ability to work flexible hours, including evenings and weekends as required. Flex time will be offered when position requires after hour and weekend work.
- Effective public speaker

**Physical Demands and Work Environment:** The Executive Director will primarily work in an office setting located in City Hall, but will also frequently travel to other locations within the downtown area. The role requires the ability to communicate effectively, both verbally and in writing, and may occasionally involve lifting or moving items of moderate weight.

**Equal Opportunity Employer:** The Berkley Downtown Development Authority is an Equal Opportunity Employer and encourages applications from all qualified individuals.

**Applying:** Please email a cover letter and resume to the Berkley City Manager's office at [cmo@berkleymi.gov](mailto:cmo@berkleymi.gov). The first review of applications will take place January 24<sup>th</sup>.