Main Street Grosse Pointe  
Downtown Development Authority  

Executive Director Job Description

**Position Summary:** The Executive Director will create and manage programs and projects that meet The Village’s objectives as determined by the Grosse Pointe Main Street Board and supported by the City Council. The Main Street Executive Director will be a positive and energetic source for the long-term success of The Village and will support the Main Street Program by serving as a listener, communicator, collaborator, clearinghouse, facilitator and coordinator based on the four points (organization, promotion, design and economic vitality) of the Main Street Program. The Executive Director will be responsible for administering and promoting public awareness of the program and will act as liaison to other government and community organizations.

**Reports to:** Direct supervision of the Executive Director will be the responsibility of the Chair of the Board of Directors with input from the full Board of Directors.

**Supervises:** DDA employees/contractors, if applicable
MINIMUM QUALIFICATIONS AND REQUIRED KNOWLEDGE, SKILLS,
ABILITIES:

- A Bachelor’s degree in public administration, business administration, economic development, marketing, communications or other related field. A Master’s degree in a related discipline is preferred.
- Five or more years of progressively responsible experience preferably in a downtown and/or community development role, in more than one of the following areas: economics, finance, public relations, marketing, communication, planning, business administration, public administration, community organizing, non-profit administration, volunteer management and/or small business development, or other comparable professional experience.
- Have working knowledge and/or experience in the following areas: National Main Street philosophy, four-point Main Street approach, economic development, grant writing, retailing, small business development, marketing, fundraising, public relations, social media applications and volunteer management.
- Have excellent written and verbal communication skills.
- Be proficient in word processing, spreadsheet applications, PowerPoint and database management.
- Have excellent public speaking and conflict-resolution skills and understand the issues confronting business people, property owners, public agencies, community organizations and volunteers.
- Be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in a very independent situation.
- Have working knowledge and/or experience in Downtown Development Authorities, tax increment financing, and special assessments.
- Previous experience with a Main Street organization and/or a Downtown Development Authority or similar downtown entity is preferred.
- Ability to attend meetings outside of normal business hours and work a schedule that includes evenings or weekends as required.
• Must be entrepreneurial, energetic, imaginative, well organized and capable of working independently and producing results with minimal supervision.
• Skill in marketing and/or advertising.
• Basic knowledge of federal, state, local economic and community development tools, statutes and policies such as downtown development authorities, tax increment financing, tax incentives and historic preservation districts and tax credits.
• Knowledge in the areas of assessing, taxation, code enforcement and zoning is a plus.
• Must be detail, deadline and goal oriented.
• Must be able to successfully manage multiple tasks and stressful situations.
• Must be able to exercise sound judgment in evaluating and making decisions.
• Must be able to handle sensitive issues with diplomacy and confidentiality.

**ESSENTIAL JOB FUNCTIONS**

The duties listed are intended as illustrations of the various types of work that may be performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

**Leadership/Management**

• Develop, in conjunction with the Board of Directors, economic development strategies for The Village that are based on historic preservation and utilize the community’s human and economic resources.
• Become familiar with all persons and groups directly and indirectly involved in The Village.
• Be mindful of the roles of various downtown interest groups, assist the Main Street Grosse Pointe Board and Committees in developing an annual action plan for implementing a revitalization program focused on four areas: design/historic preservation, promotion and marketing, organization and management, and economic vitality.
• Manage and supervise operations of the Main Street Grosse Pointe program
which is structured as a Downtown Development Authority.

- Serve as the visible contact person and full-time advocate for the Main Street Program.
- Provide leadership and direction in the development of short- and long-term plans and projects.
- Provide professional advice to the Main Street Board and other officials.
- Act as project supervisor for all Main Street Grosse Pointe projects and promotions.
- Coordinate the activities of the Main Street Grosse Pointe Committees, facilitate communication among Committees and assist Committee volunteers with development and implementation of work.
- Work with Committee Chairs to assure that assigned areas of responsibility are performed within budget and within deadlines.
- Monitor revenues and expenditures; ensure preparation of the annual budget; assure effective and efficient use of budgeted funds, personnel, materials, facilities and time.
- Monitor local, state and Federal legislation and regulations related to the Main Street Grosse Pointe Program.
- Manage all administrative aspects of the Main Street Grosse Pointe Program including: developing and maintaining appropriate data and record keeping systems (including Village business and property inventory and volunteer database); creating and administering budgets; accounting and purchasing in accordance with Main Street Grosse Pointe and City of Grosse Pointe policies; preparing reports and making presentations; assisting board and team members with meeting packets, agendas and minutes; preparing all grant and progress reports as required by the Michigan Main Street Center and the National Main Street Center.
- Help develop strategies for economic vitality and historic preservation within The Village and collaborate with the City on activities within the district.
- Provide assistance to the Committee(s) organizing public events and activities in The Village and supervise contractors or staff hired to carry out Village events.
Administration

- Prepare, write and administer grant applications related to the Main Street Grosse Pointe Program.
- Supervise support staff and any contract employees.
- Attend meetings of the Main Street Grosse Pointe Board of Directors, Main Street Committees, sub-committees, the City Council and any task groups as necessary or as indicated by the Chair and/or the Board of Directors.
- Work closely with the City Manager and attend City department-head meetings.
- Assist in recruiting, training and coordinating volunteers including members of the four Main Street Committees, special project volunteers and special event volunteers.
- Direct efforts in business recruitment, retention and expansion including providing information, expertise and appropriate referrals to business owners in collaboration with the City of Grosse Pointe and other local and state agencies. Work with property owners to enhance the quality of retail and commercial space. Proactively identify and recruit local, regional and national retailers and restaurants based on market data.
- Understand the City’s new or expanding business licensing, permitting and approval requirements and assist the businesses with the process. Act as liaison between interested businesses and the City of Grosse Pointe.
- Advise and assist in efforts to raise funds in support of the Grosse Pointe Main Street Program and its events and activities.
- Attend all required training and technical assistance visits provided by Michigan Main Street.
- Design and conduct public awareness education programs to enhance appreciation of The Village, foster an understanding of the Grosse Pointe Main Street Program’s goals and objectives and keep the program highly visible in the community through speaking engagements, public presentations, media interviews, etc.
- Coordinate Main Street infrastructure and beautification projects in conjunction with the City of Grosse Pointe.
- Ensure that Main Street Grosse Pointe is in compliance and adheres to all contracts, agreements, and legal requirements with its partners, including the City, Wayne County, the State of Michigan, and Michigan Main Street.

**Communication**

- Act as an advocate for The Village. Create and maintain a cooperative working relationship with property owners, existing and new business owners, residents, volunteers, Main Street sponsors and local agencies. Maintain and disseminate information pertaining to the district as a whole, specific projects, existing amenities, tax and financial information and economic development.
- Maintain and update The Village’s website and The Village’s social media tools in order to communicate and promote The Village and the Main Street Grosse Pointe programs.
- Create or assist in preparing marketing materials, which may include fliers, postcards, newsletters, e-newsletters, press releases, etc.
- Provide regular reports to the City of Grosse Pointe and the City Council regarding activities and financial conditions.
- Establish strong working relationships with new and established Village businesses through personal contact in order to foster support and participation in the Main Street Grosse Pointe programs and initiatives.
- Encourage and foster entrepreneurial enterprises and inquiries.
- Encourage a cooperative climate among Village interests and local public officials. Provide information, expertise and referrals to support a healthy business district.
- Build strong, productive relationships with appropriate agencies at the local, state and national levels.
- Build strong relationships with all persons and groups directly and indirectly involved in The Village, including the City of Grosse Pointe, the Grosse Pointe Historical Society, the Chamber of Commerce, community service organizations, surrounding municipalities, Grosse Pointe Public Schools and other organizations as appropriate.
Physical Requirements and Work Environment:

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

An employee in this position spends the majority of their time in an office setting with a controlled climate where they sit and work on a computer for extended periods of time, communicate by telephone or in person, and move around the office to assist customers and complete other administrative duties. The employee is expected to traverse the business district, visiting businesses, observing or supervising projects or activities, engage in event set-up, site preparation, and cleaning or maintenance. When assisting with promotional events, the Director may be required to lift or move items of moderate weight and be exposed to outdoor weather conditions including potentially inclement weather. This position is occasionally required to perform moderately difficult physical tasks such as setting up meeting rooms and moving chairs and tables.

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