



Job Description

DDA Executive Director

Salary Range: \$35,000 - \$40,000 DOQ/E

Work Schedule: 20-30 hours per week

Work Mode: Hybrid as agreed to with the DDA Board

Benefits: Not eligible for benefits

Job Summary

This job description provides an outline of the roles and responsibilities expected from a part-time DDA Executive Director employed by the Belleville Downtown Development Authority. These Roles and Responsibilities are meant to provide an overview of the tasks expected of the Executive Director and should not be interpreted as all-inclusive. Daily, weekly, monthly, and annual-specific tasks are meant to fit within this outline and will be directed from the DDA Board.

The Executive Director is an employee of the Belleville DDA that serves at the pleasure of the Belleville DDA Board of Directors. The Executive Director will work with the DDA Board to establish overall objectives, budget details, and time-bound action plans for all DDA initiatives. The Executive Director will be subject to performance reviews with the DDA Board as requested by the Board. The Executive Director leads all activities related to the DDA Tax Increment Financing and Development Plan and acts as chief liaison for the DDA to:

- The Belleville DDA and City staff within the offices of Belleville City Hall
- City Council and its elected officials
- Current and potential property owners within the DDA district
- Various governmental agencies and civic bodies located in the City of Belleville and Van Buren Township
- Property developers and public and private agencies with activities and interests within the DDA district

Roles and Responsibilities

ECONOMIC DEVELOPMENT

- Represent the Belleville DDA and promote economic growth to potential businesses, State and local government, organizations, consultants and current DDA District business owners.
- Support open communications, meetings, training, and events in support of attracting new businesses and developers.
- Be available for open communications with existing DDA business owners, citizens and stakeholders via in-person meetings, email, telephone and social media.
- Provide detailed analysis of regional and local proposed developments, including any financial, environmental, regulatory and legal implications.
- Develop and maintain a professional relationship with developers and realtors as both a source for information and a means for marketing the DDA district.
- Develop and maintain an inventory of all properties within the DDA District and create a presentation of available properties, and their benefits, for prospective new businesses and developers.

DDA BUSINESS

- Ensure that all activities undertaken by the DDA Board are done in compliance with all local, state and federal laws. Ensure that all meetings and procedures align with requirements of the Open Meeting Act and Freedom of Information Act.
- Evaluate and prepare DDA initiatives and associated budgets and implementation plans.
- Prepare meeting agendas and minutes in a timely fashion.
- Actively represent the DDA as a member of the Michigan Downtown Association through workshops, seminars, conferences and webinars. Actively participate in other associations, organizations and initiatives as directed by the DDA Board. Engage with these groups to maintain the latest information about activities by these groups, assess the potential impact and benefits to the DDA Board.
- Oversee execution of DDA initiatives, including development of Requests for Proposals, of qualified suppliers/contractors; assistance to the DDA Board in supplier selection; day-to-day oversight, tracking and reporting, and assurance of on-time completion of supplier/contractor activities.
- Monitor local, state and federal legislation and regulations relating to the DDA.
- Prepare annual DDA budget, monitor financial performance during the year, and recommend necessary budget adjustments

MARKETING

- Lead and oversee a dynamic marketing plan as directed by the DDA board including print, social media, over-the air media, website and cross-marketing with other local municipalities. Report measurable marketing successes to the DDA Board.
- Assist local businesses with their promotions and efforts to promote and attract business and foot traffic to the DDA district.
- Assist and coordinate with other local organizations including, but not limited to: Belleville Area Chamber of Commerce, CBC, Arts Council, District Library, City Council, Van Buren Township, Aerotropolis and other entities promoting and marketing Belleville and the surrounding area.
- Coordinate content for the community event sign and all other sign and way-point initiatives as directed by the Board. Develop and implement marketing plans to prospective businesses and actively communicate DDA initiatives to resident and existing businesses.

DDA DISTRICT MAINTENANCE

- Work closely with the Belleville DPW by entering work requests in a timely manner to ensure upkeep, beautification and improvements to the DDA District.
- Attention to detail of the condition of the District is paramount and accountability is expected on all levels of maintenance. The current District Maintenance List should be presented at each DDA meeting with progress reports and timelines for completion.

EVENTS

- Support local events by assisting with planning, promotion, coordinating, and participation as directed by the Board.
- Work closely with local entities and organizations to support and encourage local events.
- Represent the DDA by attending events

OTHER ACTIVITIES

- As the needs of our growing community change, other roles and responsibility to further promote and develop the Belleville DDA District may become necessary. It is expected that the Executive Director will abide by the decisions and directives of the current DDA Board of Directors as the Master Plan changes and the DDA's needs evolve.

Qualifications

Possession of a Michigan Driver License or equivalent is required.

MiPDM certificate is preferred.

Education & Experience

Experience in DDA operations, municipal government, grant writing, marketing, and economic development is preferred.

A bachelor's degree, or equivalent experience, in public administration, business administration, community and or economic development, marketing, communications, public relations, or a related field is preferred.

Knowledge of the City of Belleville and Van Buren Township is preferred.

How to Apply

To apply, submit a resume and cover letter to Brady Peck, City Manager, at bpeck@belleville.mi.us with Belleville DDA Executive Director in the subject line. Priority will be given to applications received prior to 5pm on Friday, August 14.

The City of Belleville and the Belleville DDA are Equal Opportunity Employers.