

MAJOR FUNCTION

The CEO implements the mission of the Tallahassee Downtown Improvement Authority Board along with its Special Taxing District and provides leadership within the organization. This role promotes a strong economy and high quality of life, focusing on economic development, marketing, beautification, and advocacy. The CEO cultivates strong relationships with its Board of Directors, Downtown businesses, the City of Tallahassee, Leon County, CRA, and its partners. The CEO is responsible for the growth and leadership of the organization and manages its day-to-day operations, along with managing the team. The CEO operates independently under general policy guidelines and statutory authority, and answers to the Board of Directors. The position requires considerable judgment, discretion, and initiative to carry out daily operations and long-term plans effectively and efficiently.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

Essential Duties

Organizational operations including managing staff, contracts, and resources dedicated to developing, implementing, and advancing the TDIA's goals in the district. Budget development, record maintenance and data collection are essential functions. Fundraising and fulfillment of the received funds contribute to the success and growth of the projects. Administer, evaluate, and develop the TDIA's programs and services ensuring proper communication regarding contracts and MOU's.

Day-to-day operations include managing projects and contracts that will:

- Develop street level plans for cleanliness, the overall physical environment and hospitality.
- market the district as a retail, dining, and entertainment destination.
- produce programs and special events.
- measure economic impact.

The CEO will be responsible for creating a welcoming environment and representing the district to the community. The CEO must understand issues confronting downtown small business owners, property owners, public agencies, and community organizations. The position involves reporting to a board and being accountable to over 630 property owners. This position requires attendance at meetings and events on some nights, holidays, and weekends.

Primary Duties and Responsibilities

Administration and Leadership:

- Communicate and coordinate TDIA activities with appropriate points of contact for MOU's and Contracts.
- Prepare and recommend an annual plan and operating budgets to the Board and City of Tallahassee for approval.
- Assure adherence to annual plans, maintain all organizational records, and provide the Board of Directors and Financial Agents with management reports, operating statements, and cost and program analysis.
- Represent the TDIA in areas such as downtown road construction, safety, events and street closures, downtown maintenance, and other areas.
- Speak on behalf of the organization in panel discussions, presentations, and events
- Ensure compliance with government committee policies and procedures with respect to the TDIA Board.
- Oversight of TDIA operating budget and management of financial operations.
- Develop and maintain a contact database including business owners and/or representatives, property owners and/or representatives, and other related contacts
- Establish and implement short and long-range goals, objectives, policies, and operating procedures.

Coalition Building & Partner/Member Relations

- Coordinate communication functions, including responding to TDIA stakeholders, media, and other inquiries
- Represent TDIA Board, and property owners on various committees, associations, and programs.
- Work in partnership with the staff of the City of Tallahassee and Leon County and build relationships with department heads, Mayor, Chairs, and Commissioners.
- Develop and maintain relationships with business owners within the district.

Marketing

- Promote the businesses and activities of the TDIA collectively to multiple market segments using the TDIA's website, social media, paid advertisement, generation of positive publicity, and other methods.
- Responsible for securing financial sponsors for TDIA events and programs.
- Ensure agreed-upon services, recognition and media exposure are delivered.
- Execute, review, and continuously improve marketing programs, public relations strategies, and public programs and events.
- Coordinate with contract consultants to manage the TDIA's existing website and all social media campaigns.

Events Management

- Develop and coordinate new events that drive traffic to Downtown Tallahassee
- Provide support to groups managing events through our MOU.
- Responsible for securing financial sponsorship for various TDIA events and programs. Also, ensure agreed services, recognition and media exposure are delivered to sponsors.

DESIRABLE QUALIFICATIONS

The ideal candidate will be an energetic, creative self-starter with a proven track record of leading placemaking, community development or similar nonprofit.

-Prior management experience, a working knowledge of standard administrative and accounting practices, especially governmental budget procedures and public and private funding sources including the use of ad valorem taxes/tax increment financing.

-Exceptional verbal and written communication skills are required along with use of Microsoft Office Suite, and willingness and ability to learn new computer software.

-Experience in marketing, placemaking, sales and securing financial sponsorships, activation of urban spaces, business revitalization, public administration or related fields is a must. Prior Urban Planning experience preferred.

-Knowledge of personnel management policies and practices

-Salary: commensurate with experience, \$85k- 110,000 • Benefits include health, dental, vision, 401k, Pension, and PTO

Minimum Training And Experience

Graduation from accredited college or university with a preference for a degree or concentration in Urban Planning experience. Degrees in public relations, communication, urban and regional planning, and experience in one of those fields. More consideration given to candidates with Master's Degrees in urban and regional planning, business or public administration, economics, architecture, finance, or a related field; along with experience that includes preparing and implementing development programs and policies, working with citizen and business groups, land use planning, grant preparation and administration, or economic analysis/forecasting. A combination of equivalent training and experience can be substituted.

Necessary Special Requirements

Must possess a valid Class E State driver's license at time of appointment.

Established: 05-24-98

Revised: 03-28-16

01-25-19

02-27-24