



The SDDA is Hiring: **Executive Director**

OVERVIEW OF THE POSITION

The Executive Director is responsible for overseeing the mission of the Staunton Downtown Development Association (SDDA)—to transform Downtown Staunton into a thriving community hub where people come together to explore, shop, dine, and experience the rich heritage and charm of the area.

Under the supervision of the SDDA Board of Directors, the Executive Director is responsible for overseeing the planning, directing, coordinating, and performing of all activities associated with the Virginia Main Street (VMS) program while enhancing the economic potential of the Central Business District (CBD) of Downtown Staunton and preserving its historical integrity.

These activities include promoting downtown activities, educating businesses, and serving as a listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points of VMS (Organization, Promotion, Design and Economic Vitality).

The Executive Director will establish public awareness of the program activities and serve as the chief representative and advocate of the organization.

Executive Duties:

- o Supervise regular and contractual employees
- o Develop annual budget. Monitor revenue, sponsorships, purchases and expenses
- o Develop and maintain methods to track data and file required reports with VMS. These include economic impact reports (investment, job creation and business retention in the CBD), inventory of buildings with photographic documentation, and volunteer participation
- o Prepare and file annual corporate documents and scheduled VMS and City of Staunton reports

Main Street Duties:

- o Develop and implement a work plan that focuses on all four VMS areas
- o Facilitate effective communication and coordinate activities within and between the VMS committees and the SDDA board
- o Act as a liaison to our stakeholders and a mentor to other communities who are interested in the benefits of VMS

Responsibilities to City:

- o Assure compliance with the annual City agreement

Stakeholder & Public Relations Expectations:

- o Identify and promote assets and resources of the CBD
- o Build and maintain positive relationships with Staunton City departments, local media and other key organizations (e.g. the Chamber of Commerce, SCCF, Historic Staunton Foundation, Staunton Innovation Hub) with a goal to share resources and combine efforts that benefit the CBD
- o Provide assistance, advice and guidance to existing and prospective business and property owners
- o Refer historic preservation inquiries to the Historic Staunton Foundation

- o Maintain an in-house collection of information resources including information on small business assistance, tax credits, Enterprise Zone, etc.
- o Oversee SDDA marketing initiatives such as the weekly e-newsletter, effective social media and the SDDA website which will include links to resources and partners
- o Provide ongoing volunteer recruitment, support and retention
- o Serve as an advocate for Downtown Staunton at local and state levels
- o Work to improve policy for the CBD stakeholders and supporters while exhibiting a familiarity and understanding of local concerns and an ability to speak effectively on the organization's goals and results

REQUIREMENTS:

Any combination of education and experience equivalent to graduation from an accredited four-year college or university with emphasis in areas related to the Main Street Program and/or community development

Well organized and capable of working independently

Strong time management, communication, supervisory and computer skills

PREFERRED SKILLS:

Background or hands on experience in any of the following: volunteer or nonprofit administration, small business and/or public administration, retail management.

Proficient knowledge of Quickbooks and financial reporting, design, journalism, planning, architecture, historic preservation.

COMPENSATION:

\$50,000-70,000/year in salary and benefits to be discussed and tailored during the hiring process. Starting salary will be commensurate with education and/or experience.

PHYSICAL DEMANDS:

Work is performed primarily in an office setting. Some outdoor work is required. The employee is often required to stand or walk. The employee must occasionally lift and/or move up to 20 pounds.

Send cover letter, resume and 3 professional references to SearchSDDA@gmail.com

