



JOB TITLE: Executive Director

FLSA STATUS FULL-TIME, EXEMPT

REVISION DATE: 3/28/2023

REPORTS TO: Board of Directors

This document is not a contract and does not, in any way, alter the at-will employment relationship.

POSITION SUMMARY:

The Asheville Downtown Association is a 501(c)(6) membership organization made up of businesses and residents located in Downtown Asheville. We strive to be a leader and advocate for the vitality of Downtown Asheville by providing member support, hosting public events that benefit our community, and advancing the interests of our members in local initiatives. We are guided by the principles of collaboration, engagement, inclusivity and community building.

We are looking to hire a self-motivated Executive Director with proven leadership skills and organization, and a community-driven mindset. Under the direction of the Board of Directors and consistent with the mission of the Asheville Downtown Association the policies and guidelines of the Asheville Downtown Association, the Executive Director is responsible for delivering exceptional and outstanding service and assistance to Asheville Downtown Association members, potential members and the downtown Asheville community and businesses. The Executive Director is a highly visible representative of the Asheville Downtown Association mission, theme, and values. They are accountable for knowing and properly executing all Asheville Downtown Association policies and procedures. They are responsible for the coordination and supervision of the strategic, human resource, financial, community relations, marketing, events and membership duties.

ESSENTIAL FUNCTIONS:

1. Participate with the Board of Directors in developing a vision and strategic plan to guide the organization.
2. Develop and administer policies, plans and programs in conjunction with the Board.
3. Assume primary responsibility for carrying out the vision and the annual program of work.
4. Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization.
5. In addition to the representatives of the Board, act as a spokesperson for the organization.
6. Oversee the hiring, professional development and performance of other ADA staff and interface between staff and the Board.
7. Develop and ensure compliance with all organizational, local, state and federal laws, regulations, ordinances, rules, policies and procedures.
8. Hire, schedule, review and coach all ADA staff and contract employees as needed.
9. In cooperation with the Board, develop and administer annual operating budgets and financial projections.
10. Research funding sources, including grants and sponsorships, and secure funding sources on behalf of the Association.

Asheville Downtown Association

29 Haywood St.
Asheville, NC 28801

11. Handle the administration of fundraising records and documentation and provide regular financial reports to the Board and committees.
12. Represent the organization at community meetings, forums, events and activities to enhance the organization's community profile.
13. Serve as a liaison between the organization and elected officials, city and county staff, and other community leaders.
14. Represent ADA in ongoing implementation of public/private partnerships to include planning, budgeting, programming, policy-setting and management oversight of ADA goals.
15. Recruit and retain members throughout the year to meet organizational goals.
16. Coordinate and manage membership and community – related events including but not limited to the State of Downtown Luncheon, Member Mixers, Holiday Parades, Downtown After 5 events, etc. in conjunction with the ADA events staff and events committee.
17. Oversee the recruitment, management, and supervision of event volunteers.
18. Manage the organization's website, email newsletter, and event calendar.
19. Develop and implement marketing plans in three main areas: Downtown (the destination/the product), the Asheville Downtown Association, ADA Events.
20. Display a professional, courteous, and tactful demeanor at all times. Always strive to display a positive and enthusiastic attitude.
21. All other duties as assigned.

QUALIFICATIONS

1. Minimum of 3-5 years' experience working with non-profit organizations, preferably membership organizations, or other comparable employers in an executive director or similar role.
2. Minimum of 3-5 years' experience working with the public.
3. Proven ability to demonstrate good customer service skills.
4. Experience working with city and/or county governments and staff.
5. Experience in event planning or event coordination.
6. Proven ability to be a public spokesperson and member advocate.
7. Proven track record of fundraising, obtaining sponsorships, and maintaining sponsor relationships.
8. Experience with urban planning/design concepts, public policy, and downtown management is desired.
9. Dedication to the mission and alignment with the vision of the Asheville Downtown Association.
10. Self-starter with the ability to work independently.
11. A creative and strategic approach to revenue generation and flexibility to take on new and varied challenges with an eye for both near-term and long-range goals.
12. An entrepreneurial mindset, with enthusiasm for building and leading an organization.
13. Integrity, flexibility, a positive attitude, and enterprising work style.
14. Excellent written and verbal communications skills with great attention to detail.
15. Willingness to work occasionally on nights and weekends in connection with ADA Events.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Must be able to see and hear.
2. Must be able to speak clearly.
3. Must be able to lift at least 20 lbs.

EFFECT ON END RESULT

1. Greater membership and community knowledge of the downtown Asheville community and services provided by the Asheville Downtown Association.
2. Established relationships with community members and downtown stakeholders.
3. Proven track record of collaboration with city and/or county government agencies and employees.

COMPENSATION

Minimum salary of \$72,000, increasing commiserate with experience.

Potential for yearly bonuses.

Competitive benefits.

APPLICATION INSTRUCTIONS

Please submit your resume and cover letter to:

Beth Lane, Board President, blane@mwblawyers.com

The Asheville Downtown Association does not discriminate in employment opportunities or practices on the basis of race, color, faith, gender, pregnancy, national origin, age, disability, sexual preference, gender identity, veteran status, citizenship status, genetic information, or any other characteristic protected by applicable law, except where a bona fide occupational qualification applies.