



The [Alliance of Downtown Glen Ellyn](#) in the [Village of Glen Ellyn](#) has an exciting opportunity for a full-time Executive Director. Located 25 miles west of Chicago in the heart of DuPage County, Glen Ellyn is a vibrant, welcoming, prosperous, historic, and civic-minded community with much to offer by way of shopping, dining, arts, and entertainment. Glen Ellyn is recognized as one of the area's premier communities with an excellent library, park district, top-rated schools, and home to College of DuPage. The Village strikes a balance between beautiful neighborhoods, open space, and strong commercial activity, including a historic downtown that offers an eclectic mix of restaurants and specialty boutiques.

The ideal candidate will have experience developing and managing large scale events, strong marketing and communication experience with an emphasis on social media and digital communication, and experience working with large groups of disparate constituents, ideally in a not-for-profit setting.

The position requires a person who is:

- highly self-directed while also comfortable being accountable to an executive board and Village leadership
- naturally collaborative and able to navigate complex relationships with a variety of stakeholders
- a creative problem solver who can listen to many points of view and distill opinions into actionable solutions, particularly when facing unforeseen challenges
- organized, values attention to detail, has financial acumen, and can be effective within budget parameters

Please review the attached Position Description for more detailed information.

Interested candidates should submit the following: a cover letter describing their qualifications for this position; current resume; and contact information for three professional references. Please send these materials to EDAllianceGE@gmail.com The position will be open until filled.

Any offer of employment is also contingent upon successful completion of a background check.

www.downtownglenellyn.com

**POSITION DESCRIPTION
EXECUTIVE DIRECTOR
ALLIANCE OF DOWNTOWN GLEN ELLYN (ADGE)
July 2023**

The **mission** of the Alliance of Downtown Glen Ellyn is to facilitate the growth and vitality of Glen Ellyn's downtown business district.

The **Executive Director** is responsible for planning and executing a minimum of eight public events a year and implementing marketing campaigns that increase customer foot traffic and drive sales in downtown Glen Ellyn. The Executive Director reports to a Board comprised of Alliance members.

ROLES AND RESPONSIBILITIES

EVENT MANAGEMENT:

- Plan and execute at least eight events annually, including committee development, hiring vendors, obtaining permits, purchasing supplies, and supervising all activities prior to and during event based on direction from ADGE Board.
- Work effectively with the Village, Public Works, and other Downtown entities in communicating the structure of the event and the necessary resources needed to execute the event successfully.
- Solicit feedback at the conclusion of each event and effectively communicate the results in a written report and at Alliance meetings, ensuring they meet the needs of member businesses.
- Recruit sponsors for events.

MARKETING & COMMUNICATION:

- Manage Downtown Glen Ellyn Website, continually updating membership, business directory, maps, and banner ads.
- Implement promotional campaigns on social media such as Twitter, Facebook, Instagram, and Google that highlight/spotlight Alliance members with the underlying goal of increasing foot traffic and driving sales in downtown.
- Develop a systematic and intentional approach to sharing members' social media posts to ensure that shared posts are not only timely but also the most relevant and important to the business.
- Grow Shopper's Newsletter audience and inspire members to submit entries into Shopper's Newsletter
- Prepare a marketing plan for each event through social media, paid advertising, posters, etc. and execute within financial parameters
- Maintain relationships with other community groups: Glen Ellyn Public Library, Park District, Historical Society, Newcomers, Infant Welfare, Juniors, and COD to improve exposure for Downtown Glen Ellyn
- Build, maintain relationships with press and media sources including and not limited to Suburban News, TribLocal, West Suburban Living, Suburban magazine, Patch, Windy City Live, and local news channels.
- Serve as the chief ambassador and advocate of the organization, interface and maintain constructive and engaged relationships with a wide range of public, private, community, and philanthropic stakeholders.
- Effectively communicate with all constituents and partners

BUSINESS RECRUITMENT AND RETENTION:

- Greet and welcome new Downtown businesses to Glen Ellyn.
- Communicate the presence of new businesses to the Alliance Board and membership.
- Meet in person with each new Downtown business and explain the benefits of joining the Alliance of Downtown Glen Ellyn. Be a helpful resource, providing assistance as appropriate and needed.
- Provide each new business with the opportunity to sign the Open Flag Agreement and receive a bracket with open flag. The goal is to encourage the business to be open Core Hours in the Central Business District.
- Be present in the town. Visit members and talk with them. Provide constructive feedback and look for opportunities for businesses to collaborate. Build a team amongst the community.

ADMINISTRATIVE:

- Prepare and maintain yearly budget for Alliance of Downtown Glen Ellyn (ADGE); updating monthly
- Work with Treasurer to maintain treasurer report to be approved by ADGE board monthly
- Manage PO Box with Treasurer for timely invoice management and account receivables
- Maintain budget and checklist for each event and prepare financial results following each event to compare to prior year and actual results against budget

- Work with Treasurer to properly file yearly taxes
- Build and motivate committees of Alliance members for each event
- Be a central ombudsman for Downtown business and property owners. Identify and address business issues and opportunities and involve appropriate Village resources as necessary.
- Attend Alliance meetings, Chamber of Commerce board meetings, and when appropriate or necessary, Village board meetings.
- Maintain Bylaws for ADGE
- Submit Monthly Alliance report to Village of Glen Ellyn
- Submit Shopper's Newsletter monthly to opt-in subscribers
- Submit Alliance Member News monthly to all Alliance members as a recap of the monthly all member meeting
- Prepare minutes after each monthly board meeting
- Prepare ADGE Board meeting materials including Agenda, Treasurer Report, Minutes and supporting documents for each month's ADGE Board meeting
- Maintain up-to-date directory of all Downtown Businesses, with owner contact information

REQUIRED SKILLS AND EXPERIENCE

- Event Planning (including analytical and reasoning skills for event evaluation)
- Financial Acumen including understanding the fundamentals of managing a business
- Excellent constituent engagement abilities
- Written and oral communication and presentation skills
- Creative problem solving with disparate groups of people through direct and indirect influence
- Marketing experience through all channels
- Ability to be flexible in the face of obstacles and unforeseen challenges
- Availability on nights, weekends, and holidays as necessary
- Be able to lift 30 pounds
- Proficiency in technology and social media, including:
 - Mail Chimp
 - Ticket Tailor
 - Survey Monkey
 - Sign-up Genius
 - Patch
 - Instagram
 - Twitter
 - Facebook
 - Hoot Suite
 - You Tube
 - Microsoft Office

QUALIFICATIONS:

- BA Required
- Demonstrated ability to work independently as well as with a Board of Directors and Village staff
- Previous experience working in a not-for-profit, Chamber of Commerce, Visitor's Bureau, and/or a downtown organization is a plus
- Salary range: \$70-90,000, commensurate with experience
- Benefits: TBD