

President & Executive Director

Downtown Mesa Association - Business Improvement District



About the Job

The Executive Director implements the mission of the Downtown Mesa Association Business Improvement District (DMA) and provides leadership within the organization and throughout the One Mile Square areas. This role promotes a strong economy and high quality of life, focusing on economic development, marketing, tourism, and advocacy. The Executive Director nurtures strong relationships with its Board of Directors, members, the City of Mesa, and its partners. The Executive Director is responsible for the growth and leadership of the organization and manages its day-to-day operations.

Day-to-day operations include marketing the district as a retail, dining, and entertainment destination; producing programs and special events; creating a welcoming environment and representing the district to the community. To that end, the Executive Director must understand issues confronting downtown small business owners, property owners, public agencies, and community organizations. The position involves reporting to a 11-member board and being accountable to 530+ property owners. This position requires attendance at meetings and events on evenings and weekends.

Primary Duties and Responsibilities

Administration and Leadership:

- Administer, evaluate, and develop the BID's programs and services.
- Organize and manage the recertification process of the BID every year and renewal every 5 years.
- Prepare and recommend an annual plan and operating budgets to the Board and City of Mesa for approval.
- Assure adherence to annual plans, maintain all organizational records, and provide the Board of Directors with management reports, operating statements, and cost and program analysis.
- Represent the BID in areas such as downtown road construction, safety, events and street closures, downtown maintenance, and other areas.
- Lead staff to support the Board of Directors and its subcommittees.
Ensure compliance with government committee policies and procedures with respect to the BID Board.
- Oversight of BID operating budget and management of financial operations, including reconciling BID financials with the City of Mesa processes and reports.
- Manage BID Staff of 1-15 people.

Marketing

- Promote the members of the BID collectively to multiple market segments using the BID's website, social media, paid advertisement, generation of positive publicity, and other methods.
- Responsible for securing financial sponsors for various BID 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 staff and consultants to manage the BID's existing website and all social media campaigns.

Events Management

- Oversee the management of the BID's current events, including Downtown Mesa Sunset Market, Merry Main Street, I love Mesa Day, Mesa Music Festival, and others.
- Ensure the events listed in the BID's Annual Operating Plan are delivered per contract with the City of Mesa.
- Develop and coordinate new events that drive traffic to Downtown Mesa.
- Work and support other groups having events in the BID that promote downtown Mesa.
- Responsible for securing financial sponsorship for various BID events and programs. Also, ensure agreed services, recognition and media exposure are delivered to sponsors.

Coalition Building & Partner/Member Relations

- Coordinate communication functions, including responding to BID members, media, and other inquiries and writing weekly newsletters, member bulletins, and other reports.
- Represent BID Board, and property owners on various committees, associations, and programs.
- Work in partnership with the City's Downtown Transformation team and build relationships with department heads, the City Manager and the Mayor & Council.

Qualifications

The ideal candidate will be an energetic, creative self-starter with a proven track record of leading Downtown organizations for five years or more. Prior management experience, a working knowledge of standard administrative and accounting practices, and exceptional verbal and written communication skills are required. Experience in marketing, place making, sales and securing financial sponsorships, activation of urban spaces, business revitalization, and public administration and/or prior BID experience a must. Bachelor's degree preferred.

Salary: commensurate with experience

Benefits include health, dental, vision, 401k, and PTO

To Apply

Letters of interest, resume, and salary history should be submitted electronically to the following email address:

Executive Search Committee
c/o Downtown Mesa Association.
Executivesearch@downtownmesa.com

Application deadline: No later than October 15th

For more information on The Downtown Mesa Association, go to
<http://www.DowntownMesa.com>.

Downtown Mesa Association is an equal opportunity employer committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

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