



Executive Director, Downtown Lafayette Unlimited

Who are we?

Downtown Lafayette Unlimited (DLU), the non-profit partner of the Downtown Development Authority (DDA), is a membership-based organization that provides business advocacy and support, networking opportunities, community and cultural engagement, special events, and marketing of the downtown district. DLU and the DDA work directly with Downtown stakeholders, including residents, business and property owners, developers, and city-parish government to achieve progress on Downtown's revitalization.

The Opportunity:

DLU seeks a results-driven leader Executive Director to implement its vision, mission, strategic plan, values, and goals. The Executive Director will provide strategic leadership to position Downtown Lafayette as a downtown core that belongs to all of Acadiana and serves as an engine for economic development, cultural preservation and growth, and quality of life.

Position Description:

DLU's Executive Director reports directly to the CEO; is responsible for the day-to-day management of the organization's activities; directly manages all internal DLU staff; fundraises for DLU programs, events, and initiatives; and nurtures strong relationships with its Board of Directors, members, and partners.

Key Responsibilities:

Revenue/Fundraising:

- Develop the organization's annual fundraising strategy to generate \$600,000+ annually in sponsorships, donations, and grants to operate the organization and deliver program of work.
- Meet directly with donors to solicit sponsorships and donations. Maintain strong relationships with existing and prospective donors.
- Work closely with CEO and Director of Finance to develop and implement new revenue streams.

Operations:

- Manage all DLU staff members, including but not limited to, Events, Marketing and Communications, Digital and Social Media Marketing, and Graphic Design positions, which may include full-time, part-time, or contract labor.
- Ensure DLU possesses the capacity to execute strategic plan initiatives and program of work.
- Responsible for the recruiting, hiring, on-boarding, managing, developing, terminating, and off-boarding of DLU employees.

Leadership:

- Responsible for the growth of the organization.



- Coordinate with CEO, Board of Directors, and DDA/DLU staff leadership team to build coalitions and partnerships to achieve organizational mission.
- Represent Board and membership base through community involvement; presentations; and membership/service in various associations, committees, and programs.

Membership:

- Lead strategy to grow DLU member base.
- Create and execute membership renewal and retention plan.
- Meet directly with existing and prospective members.

Events:

- Oversee management of DLU's current events and develop and coordinate new events that drive foot traffic to Downtown Lafayette and generate new streams of revenue for DLU's mission.
- Responsible for securing financial sponsorship for various DLU events and programs.
- Coordinate partnerships with other groups hosting events that promote downtown's vibrancy.

Strategic Planning:

- Work with the CEO and Board of Directors to update the organization's strategic plan and develop a yearly program of work to implement it.

Finance:

- Work closely with CEO and Director of Finance on the creation of the annual budget that will be presented to the Executive Finance Committee and Board of Directors for approval.

Marketing:

- Provide strategic direction to staff members to develop strategic marketing, communications and media plans that enhance downtown's visibility, reputation, and impact.
- Execute, review, and continuously improve marketing programs, public relations strategies, and public programs and events.
- Ensure agreed-upon services, recognition, and media exposure are delivered.

CRM Management:

- Direct staff members to actively participate in CRM management to ensure that member, sponsor, donor, volunteer, and subscriber records are up-to-date and relevant for engagement and outreach purposes.

Other Requirements:

- Occasional evening and weekend work may be required as the job duties demand.
- Excellent organizational skills and superb time management.
- Ability to work in a fast-paced, team environment.
- This position supports a variety of DLU programs, including outdoor events.



Your Experience and Approach:

- The ideal candidate will be an energetic, creative self-starter with a proven track record of leadership in nonprofit or business 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, placemaking, sales and securing financial sponsorships, activation of urban spaces, business revitalization, and/or public administration is a must.
- Bachelor's degree required.

Compensation:

- Salary Range: \$70,000 - \$90,000 based on qualifications and experience
- Health Insurance: DLU pays 100% of the employee's monthly individual premium provided by the DLU identified carrier. Employee pays 100% of any additional chosen dependent coverage
- Flexible schedule to offset supporting events
- Paid vacation
- Paid sick leave
- Paid holidays
- Professional development budget
- Parking pass
- Cell phone reimbursement

To Apply:

Apply by submitting a cover letter, resume, 2 writing samples, responses to special assignment, and references to jobs@downtownlafayette.org.

Special Assignment: Please answer the following questions.

1. What is your favorite downtown (besides Lafayette) and what do you find so compelling about it?
2. If you were to go on a weekend getaway to an urban destination, describe your two-day itinerary. You can make this specific to a downtown or generic, whichever you prefer.
3. Why do you really want this position with the DLU, and how are you a good fit for us?

Disclaimer:

The above statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered as a detailed description of all work requirements which may be inherent in the position. They may be subject to change at any time due to reasonable accommodation or other reasons.