



JOB DESCRIPTION

POSITION TITLE: Executive Director

REPORTS TO: Board of Directors

POSITION SUMMARY

The Flagstaff Downtown Business Alliance (FDBA) seeks an established leader, advocate and downtown management professional who will provide strategic and visionary guidance to advance the investment and vibrancy of Downtown Flagstaff.

We are looking to hire a self-motivated Executive Director with proven leadership and organizational skills, and a community-driven mindset. Under the direction of the Board of Directors, the Executive Director is responsible for understanding the issues confronting downtown small business owners, property owners, public agencies and partner organizations. The Executive Director is a highly visible representative of the FDBA, and is responsible for the day-to-day coordination and supervision of strategic, financial, community relations, management, marketing, events, and advocacy efforts. The Executive Director nurtures strong relationships with its Board of Directors, business and property owners, City and County leaders and community partners.

ESSENTIAL ATTRIBUTES

Experience with business improvement districts, downtown management and relationship building.

Serve as the champion for Downtown, and possess the ability to obtain understanding and support from elected officials and leaders that the vitality of Downtown is crucial to the overall wellbeing of the City.

Strong financial literacy and ability to understand property values, assessments, improvement districts, budgets, internal controls, financial statements and reporting.

Proven collaboration and problem-solving skills needed to work with business and property owners, City and County partners, community organizations, etc. Must have experience communicating effectively with different audiences using a variety of formats.

Proven success in obtaining support from various stakeholders on both specific and broad matters affecting Downtown.

Excellent leadership skills to manage, motivate and grow a small staff.

KEY DUTIES AND RESPONSIBILITIES

Administration and Leadership

Serve as the Executive Director of the Flagstaff Downtown Business Alliance and primary liaison to the Flagstaff Downtown Business Improvement & Revitalization District (taxing district).

Provide information, advice and guidance to the Board of Directors in the creation of policies, programs and strategic direction of the organization.

Provide vision and strategies to advance the economic vitality and vibrancy of Downtown.

Prepare and recommend an annual work plan and operating budget to the Board of Directors for approval. Ensure that the mission and core values of the FDBA are put into practice and the approved work program is being delivered.

Accountable for the organization's total revenues and expenses. Must have expertise in identifying and securing additional revenue streams such as sponsorship, grants and contracts.

Represent the interests of downtown to Elected Officials, Commissions, City and County leadership, Community Organizations and other partners.

Seek out and support partnerships that expand the community's involvement in Downtown. Work in partnership with all City divisions including: Economic Vitality; Discover Flagstaff; Parks, Recreation, Open Space and Events; Public Works; Community Development; Police; PIO.

Serve as Downtown's champion and primary public spokesperson.

Foster a success-oriented, accountable environment for the FDBA staff of 5, plus interns. Manage, motivate and lead the team, attracting, recruiting and retaining talent when necessary.

Management and Operations

Ensure systems are in place to achieve cleaning of public spaces in a timely and thorough manner throughout the district. Make certain the Clean Team Ambassadors present a welcoming and exceptional experience for visitors and residents.

Coordinate and influence efforts with the City on the delivery of core services and response to maintenance and repair needs. Ability to develop and advocate for resource prioritization and other strategies for the betterment of downtown.

Serve as the primary liaison with Flagstaff Police, advocating for expanded presence and resources.

Lead the FDBA's ongoing effort to influence management and development of adequate parking for the downtown area.

Placemaking and Marketing

Work to support Downtown Flagstaff's position as a premier destination through public-facing messaging.

Provide strategic direction to staff members on all marketing, communications and media plans that enhance Downtown's visibility, reputation and impact.

Promote downtown businesses to multiple market segments using the FDDBA's website, social media, print materials, blogs, promotional events and other methods.

Execute and bring knowledge of best practices from other downtown organizations to enhance marketing programs, public relations strategies, and public programs and events.

Create opportunities for added beautification elements, including public art, added seating and alley activation.

Events Management

Oversee management of FDDBA's signature events, including Movies on the Square, Music on the Square, ArtWalk coordination, Bar Crawls, Halloween Trick or Treat Trail, Holidays Downtown, and others.

Develop and coordinate new events and promotional activities that drive foot traffic downtown and spending in businesses.

Secure financial sponsorship for FDDBA events and programs. Ensure agreed-upon services, recognition and media exposure are delivered to sponsors.

QUALIFICATIONS

The ideal candidate will be an energetic, creative self-starter with a proven track record of working for a Downtown organization for five years or more. Experience with nonprofit management, economic development, municipal governments, business advocacy groups or related private sector functions may be considered. Must have a working knowledge of business improvement districts and key functions.

Interest and experience in policies related to downtown issues (parking, economic vitality, events, homelessness, development, small business support, tourism, transportation, etc).

An action-oriented strategic leader with proven success driving a unified vision. Must possess creativity in solving problems, as well as initiating new ideas and priorities to keep Downtown Flagstaff vibrant, unique and positioned as a premier destination.

Proven experience and knowledge of administrative and accounting practices, and financial management, budgeting and reporting.

Ability to balance demands and priorities of a diverse group of stakeholders including property owners, small businesses, community partners, city government and board of directors.

Demonstrated history of setting ambitious goals and producing results.

Experience working with city and/or county governments and staff.

Experience managing and collaborating with a board of directors.

Proven ability to be a public spokesperson and advocate.

Proven track record of fundraising, obtaining sponsorships and maintaining sponsor relationships. It is desired for candidates to have 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.

Must be able to pass a background check.

COMPENSATION

Salary Range: \$80,000 - \$110,000 based on qualifications and experience

Paid vacation

Paid sick

Paid holidays

Parking pass

Professional development

TO APPLY:

Apply by submitting a letter of interest, resume, salary history and salary requirements to:

Executive Search Committee at executivesearch@downtownflagstaff.org

First review of resumes will take place on Friday, January 12, 2024.

For more information on the Flagstaff Downtown Business Alliance and the Flagstaff Downtown Business Improvement and Revitalization District, go to:

<https://downtownflagstaff.org/about/downtown-business-alliance>

The Flagstaff Downtown Business Alliance 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.