

ADA TOWNSHIP POSITION DESCRIPTION

Position Name: DDA Director

Reports to: Township Manager (or designee)

Supervises: AmeriCorps Staff Member, Interns, Volunteers

POSITION SUMMARY: This is an administrative position under the general supervision of the Township Manager (or designee). The employee performs various responsibilities associated with developing, implementing, and administering plans, programs, and services of the Ada Township Downtown Development Authority (DDA). The incumbent is expected to exercise independent judgment and discretion.

ESSENTIAL JOB FUNCTIONS: (An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all the duties the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.)

- Develop, implement, and administer plans, programs, and special events organized by the DDA to promote the economic vitality of the DDA district.
- Communicate effectively, verbally and in writing, with DDA and Township officials, current and prospective property and business owners in the DDA district, non-profit organizations, the public, and other stakeholders regarding matters relating to DDA plans, projects, and programs.
- Analyze budgetary matters and develop a recommended annual operating budget for presentation to the DDA Board for approval.
- Organize and carry out the DDA's communications program with important community stakeholders, including other Township boards and commissions, the business community, the non-profit community, residents within the DDA district, the public, and broadcast and print media, including the use of social media and website content.
- Interact effectively with the planning and zoning department in developing and implementing appropriate strategies for meeting current and future parking needs in the Ada Village area, including developing and managing public parking and efficiently using privately owned parking.
- Oversee the operation of the Ada Farmers Market, including vendor recruitment, marketing, communication, and event day operations.
- Manage and administer DDA contracts for goods and services.
- Coordinate with the Buildings, Facilities, & Grounds Department on downtown infrastructure needs.
- Responsible for identifying, overseeing, and providing training to support staff, ensuring they are effectively integrated into the team and supported in their professional development.
- Review and evaluate requests for DDA financial support of non-profit community events and programs.
- Act as liaison between the DDA and the Ada Business Association, Discover Ada, and other community stakeholder groups.
- Prepare and disseminate monthly DDA Board meeting agendas and meeting materials.

- Attend all meetings of the DDA Board and DDA Citizens Council and attend meetings of the Township Board on an as-needed basis.
- Review, edit, and correct DDA Board and Citizens Council meeting draft minutes before presentation for approval.
- Perform other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES: (The requirements listed below represent the knowledge, skills, abilities, and minimum qualifications necessary to perform the position's essential functions. A qualified individual with a disability must be able to perform the position's essential functions with or without reasonable accommodation.)

- Bachelor's degree in business or public administration, urban & regional planning, non-profit management, marketing, or a closely related field.
- Three years or more of experience in one or more of the following areas: community planning, urban design, economic development, business, marketing, finance, grant writing, public relations, and project management.
- Basic downtown development planning, municipal infrastructure, and public finance knowledge.
- Ability to meet numerous deadlines, concentrate, scrutinize project or work details, organize, prioritize, schedule work independently, and produce quality work in a timely and efficient manner.
- Strong written and oral communication skills.
- Ability to establish and maintain effective working relationships with associates, officials, applicants, community groups, residents, professionals, and representatives of the public and other agencies.
- Proficiency in word processing, spreadsheet, database, and presentation software.
- A valid State of Michigan driver's license, satisfactory driving record, and the ability to maintain one throughout employment.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: (The physical demands and work environment characteristics described here represent those an employee encounters while performing the job's essential functions. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.)

- While performing the duties of this job, the employee regularly works in an office setting.
- While performing the duties of this job, the employee is frequently required to sit, talk, and hear. The employee is occasionally required to walk, use hands and fingers, and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- The employee must occasionally lift and/or move up to 25 pounds.

REVISED: October 17, 2024