

## **Michigan Downtown Association**

Title: Executive Director

Contractual Position

### **General summary**

Executive Director is expected to provide flexible energies, abilities and talents to the position. He/She shall be available or otherwise conducting MDA program business during specified business hours and flex-time, including some evenings and weekends as necessary. The Director functions with considerable independence on a day to day basis in performing contractor-related activities and is held accountable for results. Workspace shall be provided by the Director, however, all board approved operational expenses and supplies shall be paid by the MDA. It is expected that the majority of the functions will be conducted via internet/computer.

The Executive Director is responsible for the development, conduct, execution and documentation of the Michigan Downtown Association (MDA), for coordination of all organizational activities, as well as representing the organization regionally and nationally as appropriate.

The Executive Director will provide all of the following services as needed. The duties listed are not intended to be all inclusive or limited to the specific scope listed below. The director shall undertake other duties as determined and assigned by the MDA Board.

### **Typical Duties:**

#### **Membership Administration**

- Oversee the maintenance of membership records, the distribution of information to members, maintain good membership relations, and recruitment of new members.

#### **Program and Conference Management**

- Confer and coordinate with the Conference Committee Chair regarding the planning of all MDA-sponsored workshops, conferences and other MDA sponsored events (including: site evaluation and selection, site contract management, hotel management, speaker management, booth space planning/sales and any sub-contracted service management).
- Act as primary contact person in regards to the implementation and coordination of workshops, conferences and other MDA-sponsored events, and recruit conference sponsorships.

### **Board Support**

- Facilitate the scheduling of Board and Committee meetings, including agenda and meeting preparation, meeting logistics, and teleconference service/support (if necessary).

### **Executive Management**

- Become thoroughly familiar with all persons, institutions and regulations directly or indirectly related to Michigan downtowns.
- Respond to specific phone, mail and email inquiries.
- Develop policies and procedures necessary for management of the MDA, with Board assistance.
- Develop and implement programs and procedures regarding membership recruitment, retention and expansion, with Board assistance.
- Negotiate partnerships and agreements with other state and local agencies.
- Attend trade show and promote the MDA and its members.
- Draft PR Announcements, press and analyst briefing tours, newsletters, web presence, social media, emails, image and logo design, graphic design of printed materials, internal communications and legislative analysis.
- Initiate payment of invoices for goods and services provided to the MDA. Prepare and sign checks and forward, along with copies of supporting invoices to the Treasurer.
- Develop relationships with legislators and their staff at the state and federal level and coordinate MDA advocacy activities and coordinate with partners and their advocacy efforts.

### **Clerical Functions**

- Provide general Administration and support.
- Prepare and distribute Board agenda and meeting materials.
- Coordinate and execute Board Meetings.
- Record minutes of the meetings.
- Maintain a membership database and provide regular membership reports.
- Invoice for membership dues and record payments.
- Distribute membership correspondence including mailings of related to conferences and memberships.
- Oversee the website, including maintenance of online document library; archiving inquiries to the Membership; Monitor and support posting to the MDA Facebook Page and other social media.

### **Conference Management**

- Develop and distribute of all collateral creative materials related to the website and mailings regarding conferences and workshops, including announcements, fliers and name badges.

- Maintain pre-conference attendee and onsite registration file. Maintain a separate detailed record of cash receipts and cash disbursements for each conference and forward such records the Treasurer at the conclusion of each conference. The detailed record shall list each sponsor and participant and the amount paid by each.
- Develop and distribute all collateral creative materials regarding the education and promotion of the MDA.
- Develop and implement programs and procedures regarding membership recruitment, retention and expansion.

### **Fiscal Management**

- Provide routine bookkeeping, including: writing checks (to be signed by authorized officers), recording/receipting revenue and expenses in spreadsheet or QuickBooks, and making bank deposits.
- Include with copies of deposited items mailed to the Treasurer a transmittal record summarizing the receipts by category, e.g. dues, conference sponsorships, conferences fees, or other.
- Coordinate an annual review or audit of financial statements that shall be performed by a certified public accountant.
- Maintain a check register and reconcile its balance to the bank statement monthly.
- Distribute copies of bank statement and other financial records to Board members.
- Reconcile Statements for investment accounts, managed by the Treasurer, to the accounting records monthly.

### **Minimum Qualifications and/or Requirements:**

The Executive Director shall be well informed on best available practices of traditional downtown development management; the National Main Street Program's four point approach for downtown revitalization; related state and national economic development programs; and all relevant, current and past legislation regarding downtown management. The successful candidate will have a Bachelor's Degree in public administration, communications, marketing, or related field, or equivalent experience. The successful candidate must have exceptional writing skills and considerable skill in editing correspondence and reports. Advanced computer skills (PageMaker, MS Publisher, and QuickBooks or similar) are required. They must be able to deal effectively with a broad range of people and be able to coordinate complicated events, promotions and programs and be comfortable with public speaking. Applicants must be proficient in working with a wide variety of responsibilities and able to be accurate with detailed information despite disruptions. Experience working cooperatively in a team environment. Displays tact and courtesy and possess excellent planning and organizational skills.

### **Physical Demands and Work Environment:**

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate in person and by telephone, read regular and small print, sit, use limited mobility in an office setting, use manual dexterity to type and enter data, and use sight to read and prepare documents and reports. The typical work environment of this job is a business office setting where the noise level is moderate. The job requires occasional travel to other work sites.

Send resume with cover letter to:

Becky Goodman at [becky@petoskeydowntown.com](mailto:becky@petoskeydowntown.com)

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