



CITY OF BURLINGTON NC
invites applications for the position of:

Downtown Manager: Economic Development

SALARY: Depends on Qualifications

OPENING DATE: 01/24/22

CLOSING DATE: 02/08/22 05:00 PM

JOB DESCRIPTION:

Under general direction from the Economic Development Director, performs complex responsible professional work in various downtown development-related activities, project management, non-profit partner coordination and other events, communications and support services for Downtown Burlington, its businesses, property owners and customers.

Work includes but is not limited to developing and administering plans and programs related to downtown business attraction, retention and expansion; maintaining National and NC Main Street Program certifications; marketing, branding and event coordination; non-profit management support.

Reports to the Economic Development Director in collaboration with the Burlington Downtown Corporation (BDC) Board of Directors. The Downtown Manager is expected to work independently and with minimal supervision. May exercise direct or indirect supervision of support, technical and professional staff including BDC volunteers and board members.

Leads the planning, program development, marketing, and project management activities of the City's Downtown Municipal Service District (MSD). Works in conjunction with the BDC and appropriate advisory groups to implement the National Main Street Center's Four Point Approach® of Organization, Design, Promotion and Economic Vitality to reach project goals for downtown revitalization as determined by the BDC and the City.

Serves as Manager of the downtown revitalization program which includes coordinating downtown organization, promotion, design and economic restructuring/development volunteer committees and activities. Works with local organizations to focus on downtown improvements. Coordinates promotion activities for downtown merchants, including sales promotions, special events, printed materials, heritage tourism and ongoing public relations. Assists tenants and property owners with building improvement projects. Works with public and private sector organizations in beautification, landscaping and public improvement projects. Administers all aspects of the program office, including record keeping, purchasing and budget development.

Assists in business recruitment program targeted marketing utilizing web-based tools to include blogs, social media interaction, video and creative marketing materials. Performs public relations, promotional and business services duties, including making presentations and facilitating meetings. Prepares a comprehensive annual report and marketing brochures/publications as needed. Attends off-site meetings with business executives, financial organizations, community leaders and other groups/individuals. Administers programs and projects as assigned.

Work is performed under regular supervision of the Economic Development Director. Employee progress is checked through work in progress and inspection and formal reporting. This

classification is considered exempt based on the executive employee exemption in compliance with the Fair Labor Standards Act (FLSA).

EXAMPLES OF DUTIES:

Essential Duties and Tasks

- Organizing and managing a non-profit Board of Directors and multiple volunteer committees to accomplish NC Main Street objectives
- Attendance and participation at all required NC Main Street training events, annual conference and annual reporting for Main Street accreditation
- Coordination and planning with other City departments, the Alamance Chamber of Commerce, BDC, educational institutions and local/state/federal agencies to facilitate varying projects or events
- Managing the Downtown Burlington - BDC business office, accounts and functions
- Writing and creative activities to include website, marketing, promotional and presentation related work
- Responding to inquiries for available buildings, events or media interest
- Problem-solving for businesses, property owners or customers in the downtown district
- Performs related duties as required

Knowledge, Skills, and Abilities

- Knowledge of the principles and practices of downtown development and NC Main Street accreditation requirements
- Knowledge of the principles and practices of non-profit management
- Considerable knowledge of social media promotion, marketing and best practices
- Ability to organize and manage a non-profit Board of Directors
- Ability to solve problems and disputes with tact and diplomacy
- Ability to prepare and effectively present complex and detailed records and reports
- Ability to effectively communicate both orally and in writing with diverse populations and groups
- Ability to maintain effective working relationships with City officials, other public officials, employees, developers, corporate agents, local/state/fed representatives and the general public

QUALIFICATIONS:

Desirable Education and Experience

Bachelor's Degree in Business Administration, Public Administration, Economic Development, Communications or a related field, with at least three (3) years in a professional office environment with experience in communication and project management; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

Special Requirement

- Valid North Carolina Driver License
- Ability to travel and work irregular hours as activities demand, including evening and weekend events

SUPPLEMENTAL INFORMATION:

Physical Requirements and Working Conditions

Work in this class is described as being sedentary and seldom requires much physical exertion to complete tasks. Work typically involves the ability to physically perform the basic life operational functions of reaching, standing, walking, fingering, grasping, feeling, talking, hearing and repetitive motions. Employee regularly operates a variety of machinery and equipment, including telephones, computers, calculators, copiers, facsimile machines, etc. Work necessitates visual acuity to determine the accuracy, neatness, and thoroughness of work assigned in preparing and

analyzing figures, accounting, transcription, computer terminal viewing and extensive reading. Working conditions include inside environmental conditions but can include work outside for events.

Inclement Weather Classification

Essential

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.burlingtonnc.gov>

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Position #2022-00013
DOWNTOWN MANAGER: ECONOMIC DEVELOPMENT
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