



DOWNTOWN GREENSBORO

JOB DESCRIPTION

JOB TITLE: Director of Strategic Initiatives

Organization: Downtown Greensboro Incorporated

Responsible to: President & CEO

Status: Exempt, Full Time (40 hours per week)

Hours: Regular full-time, with occasional evenings and weekends

Benefits: Benefit package includes health insurance

ABOUT DGI

Downtown Greensboro Incorporated (DGI) is an economic development organization focused on stimulating investment and activity in the center city. DGI is a non-profit entity and is led by a board of Directors composed of volunteers representing specific stakeholders in the center city.

To accomplish this mission, DGI focuses on four primary strategies:

- To provide an interesting, exciting, and user-friendly environment for tourists and visitors.
- To become the retail, service, and entertainment hub for downtown employees, residents, and adjacent neighborhoods.
- To develop downtown as the dining, arts, and entertainment hub for the city and surrounding region.
- To make downtown the location of choice for employers, including large and small businesses, organizations, associations, and state government offices.

SUMMARY OF POSITION

The Director of Strategic Initiatives is responsible for implementing the strategic goals and objectives of DGI in accordance with the organization's stated mission and in compliance with laws, regulations, and contract requirements. The Director of Strategic Initiatives enables the CEO and the board to fulfill its governance function, provides leadership in effective administration, and supports the staff and volunteers who comprise DGI and deliver its services. The Director of Strategic Initiatives will represent DGI and serve as a liaison between DGI and the City, the City Council, downtown stakeholders, as well as organizations which support and impact DGI's mission.

DESIRED CHARACTERISTICS

- Experience working with government and City officials, as well as knowledge of local legislation.
- Proven ability to work as an effective team leader and builder, using exceptional communication skills.
- Project a positive, professional public image.
- Demonstrate a high ethical and professional standard.
- Support the success of each staff member and embrace a collaborative learning environment with staff, board, volunteers and community partners.
- Skilled in public speaking, community outreach and effective networking.
- Strong financial oversight, grant writing and fundraising skills.
- Visionary who embraces and utilizes technology and social media.

PRIMARY RESPONSIBILITIES

1. **CEO Administration and Support** – Supports operations and administration of the CEO and DGI's committees by advising and informing board members, interfacing between board and staff, and responding to board's yearly evaluation.
2. **Strategic Planning and Program Services** – Supports the development and implementation of a strategic plan and vision for the organization with the CEO, the board and staff. Facilitate strategic collaborative projects among key members across the organization or with external stakeholders.
3. **Government Liaison** – Serves as a link between the organization and the City Manager's office, city departments, City Council, and outside organizations to ensure clear and open lines of communication.
4. **Business Communication** – Builds and establishes relationships with Downtown Businesses. Regularly communicates with downtown business leaders and retailers in support of the DGI mission. Develops and manages programs designed to increase local businesses in the downtown area.
5. **Financial, Tax, Risk and Facilities Management** – Assists with the annual budget for board approval and prudently manages the organization's resources

within those budget guidelines according to current laws and regulations and approved strategic priorities, working closely with the CEO and CFO.

6. **Community and Public Relations** – Serves as a spokesperson for the organization to ensure the organization and its mission, programs, and services are consistently presented in a strong, positive image to relevant stakeholders including clients, collaborative groups, funders, and volunteers.
7. **Strategic Partnerships** – Secures relationships with community partners and resources to help implement mission and vision and to enhance services.
8. **Grant Writing** – Prepares applications for City, County and private grants and is responsible for meeting and completing all reporting requirements.

QUALIFICATIONS

- Bachelor's Degree in business administration, marketing, public relations and/or communications, or nonprofit management field or equivalent experience
- Minimum 5 years in non-profit governance
- Strategic planning experience is desired
- Technologically adept, including effectively using social media to create awareness of DGI programs and offerings
- Demonstrated ability to work effectively with a variety of constituents and personality types

The preferred candidate will demonstrate the ability to establish and motivate attainment of goals to further the organization's mission and strategic priorities, and to coordinate the resources to attain those goals. A working knowledge of Downtown Greensboro, NC is preferred. Effective communication and collaboration skills with diverse community members, including City government and elected officials, are essential.