

***CITY OF ST. JOHNS  
PRINCIPAL SHOPPING DISTRICT/DOWNTOWN DEVELOPMENT  
AUTHORITY  
REQUEST FOR RESUMES***

***EXECUTIVE DIRECTOR POSITION  
OF PRINCIPAL SHOPPING DISTRICT AND  
DOWNTOWN DEVELOPMENT AUTHORITY***

The City of St. Johns Principal Shopping District/Downtown Development Authority will accept resumes for securing services of an Executive Director until noon on Friday, April 30, 2021 in the office of the City Clerk, City of St. Johns, Suite 1100 in the Courthouse, 100 East State Street, P.O. Box 477, St. Johns, Michigan 48879-0477.

The job description will be available Friday, April 16, 2021 at the City Offices, Suite 1100 in the Courthouse, 100 East State, St. Johns and on the City website. Job description includes: General Job Description, Duties and Responsibilities, Qualifications, Working Conditions, and Term. The Executive Director position requires approximately 20 hours weekly on average, with a salary range of \$20,000-25,000 annually, to be negotiated.

All resumes shall be submitted in a sealed envelope plainly marked "Executive Director – April 30, 2021" by noon, or resumes may also be emailed to the City Clerk at [mseavey@stjohnsmich.com](mailto:mseavey@stjohnsmich.com) by April 30, 2021 at noon. The resumes then will be referred to the Principal Shopping District/Downtown Development Authority for interviews of qualified candidates and their recommendation, then to the City Commission for confirmation.

The City of St. Johns and the PSD/DDA reserves the right to reject any or all resumes/candidates and to waive any irregularities and select the resume/candidate most advantageous to the City of St. Johns and the PSD/DDA.

The City of St. Johns does not discriminate on the basis of race, color, age, religion, sex, disability, and national origin; nor does it discriminate on the basis of handicap status and activities, as to employment or the provision of services. The City of St. Johns and the PSD/DDA is an equal opportunity employer.

Mindy Seavey  
City Clerk

**ST. JOHNS  
PRINCIPAL SHOPPING DISTRICT/DOWNTOWN DEVELOPMENT AUTHORITY**

**EXECUTIVE DIRECTOR JOB DESCRIPTION  
2021**

**EXECUTIVE DIRECTOR - GENERAL JOB DESCRIPTION**

Under the general supervision of the Principal Shopping District and Downtown Development Authority, the Executive Director will plan, organize, coordinate, direct programs and activities designed to promote and foster downtown St. Johns as a center for business, professional, social, cultural and community activity.

The Executive Director would represent an irregularly shaped group of approximately 100 parcels consisting of retail, professional, government, service, light and medium industry, public service and a few residential; mainly surrounded by residential.

The Executive Director will provide administrative and managerial support for the Principal Shopping District/Downtown Development Authority and its committees, and is responsible for implementing Board policies and directives.

The Executive Director represents the Board with respect to individual business owners, local and regional officials, civic and community organizations.

This is a professional position. The Executive Director will report to the Board, as per the By-laws, and will serve at the will of the Board.

The Executive Director is a champion, cheerleader, and visionary for the St. Johns downtown. The Executive Director is a leader who invites and engages with all interests in fulfilling the annual goals and priorities of the St. Johns PSD/DDA. The Executive Director builds and sustains relationships and provides services and programs that are valued by businesses and other organizations located within the downtown district. The Executive Director's work is driven by the future vision for the St. Johns downtown as brought out in the Masterplan.

**The Executive Director is not an employee, but rather an independent contractor.**

**DUTIES AND RESPONSIBILITIES**

Works with Executive Committee in preparing and administering revenue and expenditure budgets as approved by the Board for all activities. Oversees finances.

Leads in strategic planning with the Board in developing long and short range planning and needs assessments; makes committee recommendations to the Board. Each year the Board through its Executive Committee works with the Executive Director to establish:

-- Annual goals

- Objectives to achieve goals
- Milestones to measure progress

These are done in collaboration with four focus areas through the following committees:

1. Marketing
2. Events
3. Parking, Security, and Maintenance
4. Executive, Finance, and Strategic Planning

Coordinates the activities of the Board to ensure overall Board goals and objectives.

Prepares, or oversees the preparation of meeting agendas, serves as the secretary to the Principal Shopping District and its committees. Oversees the recording and preparation of meeting minutes.

Plans, directs and organizes special projects and events that are authorized by the Board. Develop a comprehensive and coordinated calendar of downtown events.

Works with the Marketing and Events Committees to plan and develop a coordinated program of promotion, advertisement and public relations for the downtown business district. Create a positive public awareness of the effort to revitalize the downtown.

Works to retain existing businesses and recruit new businesses for the area as appropriate and able.

Establishes and maintains a network of communication and cooperation with civic, community, governmental, business and professional groups. Represents the Principal Shopping District and Downtown Development Authority at business, civic and community functions. Works well with the City of St. Johns.

Foster cooperation with all existing elected officials, plus any governmental, quasi-governmental or private organizations involved or interested in the redevelopment of downtown.

Plans, organizes, obtains proper authorization, and administers contracts (when applicable) for activities sanctioned by the Board.

Makes public presentations before a variety of governmental, civic and community organizations.

Keeps the Board informed of local and regional trends that may affect the downtown business district.

Searches various resources for grant availability. Write grant applications, administer grants obtained as applicable.

Designs and maintains an informational management system relating to subjects impacting the downtown business district.

Assists individual tenants and property owners with promotion, marketing or physical improvement projects.

Under the direction of the Board; prepares or directs the preparation of any newsletters, pamphlets, bulletins, columns, etc. Uses social media and internet resources to promote downtown interests. Is proactive in communicating to and engaging with stakeholders, including businesses, downtown groups and organizations, neighboring communities, governments, funding sources and others.

Serves as a contact between the Board and the media. Maintains publicity files including photographs, biographies, clippings and other materials needed for articles and features.

Performs related duties as assigned.

## **QUALIFICATIONS**

**Education:** Preference of a B.A. or B.S., or its equivalent in business, public administration, community development or a related field.

**Experience:** Preference of experience in working and dealing with people in the field of public relations, real estate development and promotion, sales and merchandising, business, finance, personnel, management, or industrial relations.

**Leadership ability.** Prefer active or past experience in chamber-type organizations or other community-based organizations.

High level of interpersonal and communications skills to be able to integrate with Board of Directors, business leaders, volunteers, and the public.

High level of analytical ability to plan, direct, and organize the activities of the downtown business district. A forward thinker and effective planner who deals with needs and priorities proactively.

High level of initiative, integrity, adaptability and enthusiasm.

Ability to establish and maintain effective working relationships with governmental officials, civic and community organizations, businesses and developers, and the general public. Ability and interest in collaboration and working with others to develop common agendas for addressing complex needs, issues, and priorities. A “connector” between businesses, people, governments and other organizations.

Excellent written and oral communications skills. Experience in media or public relations to be able to create and handle promotion and publicity materials.

Excellent computer skills; including word processing, databases and spreadsheets.

Experience with the internet and social media for promoting downtown interests.

Ability to maintain records and prepare reports.

Well versed in general funding sources available for communities and how to help develop funding.

Have an understanding of small town dynamics.

### **WORKING CONDITIONS**

Generally, normal office environment. Will include some early morning, noon, and evening meetings or activities. Local and non-local travel is required.

Work hours must be flexible to meet with people and groups as needed and where needed, and to supervise events that may occur outside of normal 9-5 working hours.

The Executive Director can sub-contract out various responsibilities, paid out of the Executive Director salary, as appropriate and with Board approval.

The Board will conduct an annual performance evaluation, input on goals, objectives, and assessing how well stated and agreed upon goals and objectives were accomplished.

It is expected that the Executive Director will participate in conferences and memberships that continually develop skills and new ideas for leadership with the downtown. Professional development is a budgeted item.