

## 2024 Downtown Development Director Job Description

### Essential Skills

- Proven success as a downtown development influence leader.
- Excellent interpersonal, public speaking, presentation, and writing skills.
- Strong leadership, organizational, and project-management skills.
- Proven ability to think strategically, build consensus, solve problems, implement solutions, and facilitate collaboration among business, civic, and cultural elements in the community.
- Entrepreneurial, energetic, imaginative, well organized, and self-motivated.
- Computer proficiency in, but not limited to, the following programs: Microsoft Office Suite (Word, Outlook, Excel, SharePoint, One-Drive, Microsoft Teams), Google Chrome, Adobe Creative Suite, QuickBooks, social media platforms (Facebook and Instagram), and website content management.

### Responsibilities

The Downtown Development Director is accountable to the DNA Board of Directors. The position is full time and will sometimes require weekend or evening work.

- Manage overall **administrative, programmatic, and volunteer operations** of DNA, as determined by the DNA Board of Directors and reflected in the corporation's strategic work plan.
- Facilitate and implement **annual strategic work plan** based on the DNA board's transformation strategies, the four points of the Main Street Approach (organization, design, promotion, economic vitality), Downtown Master Plan recommendations, and ongoing community engagement and market studies.
- Regularly track, update, and maintain:
  - DNA's master **Downtown Building & Business Inventory**.
  - DNA's comprehensive **Downtown Stakeholder Contact List**.
  - Downtown Natchez's **reinvestment statistics**, including public/private dollars invested, job gain/loss, business openings/closings, number/dollar amount of historic tax credit projects, volunteer hours, etc.
  - Relevant economic data, market studies, and community surveys.
- Develop and implement **economic revitalization strategies** in coordination with the DNA Board of Directors, the City, Natchez, Inc., the Chamber of Commerce, the Historic Natchez Foundation, and other entities as appropriate to actively:
  - Recruit, retain, and expand quality businesses in downtown.
  - Attract capital projects.
  - Encourage appropriate physical development and rehabilitation of historic buildings.
  - Pursue upper floor (loft) and other residential development per Downtown Master Plan to increase demand for essential goods and services in downtown.
  - Facilitate commercial building pro forma assistance.
  - Update, maintain, and promote DNA small business start-up guide, Downtown Natchez marketing one-sheet, Downtown Natchez fiscal incentives one-sheet (Historic Tax Credits, Opportunity Zone benefits, City Property Tax Abatement, etc.).
- Promote, stimulate, and foster **business, cultural, and physical development** in Downtown Natchez in partnership with the public, private, philanthropic, and nonprofit sectors.
- Nurture **productive working relationships** with the Mayor, Aldermen, and City Department Heads, the Adams County Board of Supervisors and staff, and other public and private entities to maintain DNA funding sources, build consensus, align competing interests, and better utilize resources.

- Represent DNA and the City's **Downtown Master Plan** priorities and recommendations regarding:
  - Applications for Certificates of Appropriateness (COAs) before the City's Historic Preservation Commission.
  - Applications for rezoning and development before the City's Planning Commission.
  - Appeals to the Board of Aldermen concerning downtown development.
- At least quarterly, develop and produce **educational webinars, programs, trainings, or presentations** designed to assist downtown merchants and other stakeholders and to increase public awareness and appreciation of downtown and the work of DNA.
- Define, facilitate, and coordinate public relations and marketing campaigns across all media, including effective interviews, speeches and presentations on DNA's direction and work, advertising, promotional activities, and events.
- Assist in preparation for monthly board meetings, Annual Report, Annual Meeting, and Annual Event "Destination Downtown Tour & Master Plan Update Party: Vacant Spaces to Vibrant Places."
- Maintain DNA corporate files in shared virtual space, including Google Drive or Microsoft SharePoint or One-Drive.
- Maintain federal, state, and local compliance, including compliance as a MS Main Street Association (MMSA) Designated Community, ARPA compliance, and other as determined by the DNA board of directors.
- Seek, obtain, and manage **grants and sponsorships** for DNA'S downtown projects, programs, and events.
- Other duties as assigned by the DNA board of directors from time to time.

### **Education and Experience**

- Minimum four-year degree.
- Direct experience in downtown revitalization, community development, economic development, commercial district management, city planning, historic preservation, real estate development, or government relations.
- Experience in nonprofit management or working closely with a nonprofit board of directors, organizational leadership, recruiting/managing volunteers, budget formation/oversight, non-profit fundraising/grant writing and management.
- Computer proficiency as noted above under Essential Skills.
- Understanding of downtown stakeholder concerns, historic preservation, and complex civic and community relationships.

### **Preferred**

- Prefer bachelor's or master's degree in urban planning or related fields such as real estate development, historic preservation, architecture/design, business, economics, public policy, marketing, engineering, or other development-related degree.
- Familiarity with city planning and development tools and processes, such as zoning, development codes, preservation ordinances, property tax abatements, historic preservation tax credits, and investment incentives.

### **Location**

Downtown Natchez Alliance is located in Natchez, MS. Some daytime travel and overnight travel to Jackson and other Mississippi communities are required as part of this position. This is not a remote or virtual position.

### **EEO Statement**

DNA is an Equal Opportunity Employer. DNA does not discriminate against any applicant for employment, or any employee, because of age, color, sex, disability, national origin, race, religion, sexual identity, or veteran status. All employment is decided on the basis of qualifications, merit, performance, and business needs.

### **How to Apply**

To apply, please follow the application link at [www.NatchezDNA.org](http://www.NatchezDNA.org) where you will be able to upload your cover letter, resume, three references, and salary requirements.

Interested and qualified candidates are encouraged to apply online through Friday, March 15, at 5 p.m. CST. *Initial interviews will begin the week of Monday, March 25.*

Questions regarding the position should be directed to T.J. Baggett at [director@natchezdna.org](mailto:director@natchezdna.org). No phone calls please.