



Tigard Downtown Alliance (TDA)

Executive Director —Job Description

POSITION TERM: Full-time, exempt

SALARY: \$52,500-\$56,500

WORKING HOURS: Monday through Friday-general/normal business hours. This position may require some evenings and weekends for committee meetings, city council/local government meetings and TDA events.

PURPOSE:

The TDA is committed to cultivating a diverse, thriving, and inclusive downtown. We do this by orchestrating opportunities to experience unique marketplaces, memorable activities for both residents and visitors, and to represent the interests of the downtown stakeholders. We desire to guide the changes needed for a vibrant and thriving downtown for the benefit of our whole community.

PROGRAM OVERVIEW:

The Executive Director is responsible for planning, organizing, and execution of the daily activities and operations of the Tigard Downtown Alliance. The Executive Director will work with the TDA Board of Directors, Program Partners, and Volunteer Committees to create a welcoming, vibrant, and economically diverse downtown through the The Main Street Approach™ of transformation. Main Street's strategy of transformation is known as the The Four Points™. The Four Points™ are: Economic Vitality, Design, Promotion, and Organization.

MAJOR DUTIES AND RESPONSIBILITIES:

- The Executive Director will work with the TDA Board of Directors, Program Partners, and Volunteer Committees to create a welcoming, vibrant, and economically diverse downtown that is rooted in Tigard's history. They will do this by executing The Main Street Approach™ in Downtown Tigard
- Responsible for planning, organizing, and directing the daily operations of the TDA. This includes creating a recommended Annual Work Plan for the Board
- Required to procure funding through events, grants, sponsorships, and economic development funds
- Reports directly to the President of the Board of Directors with limited supervision
- Responsible for the development, conduct, execution, and documentation of the Main Street Approach™ and the Four Points™
- Responsible for compliance reporting with the Department of Justice, Oregon Main Street, Main Street America, and grants received
- Collaboration with the Tigard Farmer's Market
- Responsible for coordinating all program activities locally, as well as representing the community regionally and nationally as appropriate
- Supervise any employee, contractor, or consultants contracted by the TDA
- Participate in program evaluations.
- Monitor the TDA budget and maintain financial records—working in conjunction with the Treasurer of the Board and bookkeeper
- Serve as the primary point of contact for the organization.
- Manage and disseminate inbound and outbound communication for the organization
- Administer the Main Street Facade Program in partnership with the City of Tigard
- Apply for, and administer grants
- Create and maintain a working database of downtown stakeholders (as defined as residents, property owners, and business owners)
- Assist the Marketing Team in maintaining social media

•Assist the Board of Directors and committees by implementation of work plan items including, but not limited to:

- Manage and track data related to the organization's efforts. This includes membership, contact lists, building inventories, economic investment, downtown vacancies, jobs creation or retention, photo documentation, etc.
- Encourage appropriate visual improvements (utilizing historic preservation as a basis) to district business/property owners
- Develop, plan, and market promotional activities & events
- Organize Board member and volunteer trainings
- Provide face-to-face communication with downtown stakeholders
- Maintain an "on the street" presence downtown, with the executive director calling on stakeholders—developing a strong program rapport
- Supervise event setup, operation, and clean-up
- Travel (occasionally) to local, regional, and national meetings
- May require evening and weekend work

QUALIFICATIONS:

- Experience in two or more of the following areas: The Main Street Approach™, the Main Street Four Points™, business/economic development, marketing, farmer's market management, historic preservation, community organizing, fundraising, and/or volunteer management
- A Bachelor's degree in a related field, though demonstrated results and experience in program development and fundraising may be considered in lieu of a degree
- Experience in business retention, recruitment, and creation, real estate development, and marketing/public relations
- Successful history of interaction with both the private and public sectors
- Strategic thinker, problem solver, and community collaboration builder
- Excellent communication skills, well-organized, results-driven
- Ability to effectively multi task: organize and manage multiple projects simultaneously
- Demonstrated experience in non-profit fundraising via grant writing, resource development, and procurement
- Strong competency in communication and marketing: familiarity with Maestro software for data and program management
- Ability to work independently and successfully with a volunteer Board of Directors—accommodating a demanding yet flexible schedule including some evenings and weekends
- Experience in managing the financial complexities of multiple projects and budgets
- Experience in fostering and maintaining strong relationships with civic leaders and community stakeholders
- Exhibits good listening skills and can communicate a vision—inspiring others to embrace and achieve TDA and their Main Street goals
- Self-motivated, action-oriented, and results-driven
- Possess, or the ability to obtain, a valid Oregon driver's license

Benefits:

- The Executive Director's position is a 40hr/wk. position with a salary range of \$52,500-56,500 annually, depending on experience and qualifications
- Direct Procurement of Sponsorships after the initial 10k raised annually results in an additional 10% commission of new sponsorships procured. (sponsorships do not include grants or government funding)
- 8 paid holidays and 12 paid personal days annually will be offered in lieu of sick days/vacation days
- \$500 per month contributed to a ICHRA
- \$50.00 per month Technology Stipend, Laptop Provided