



JOB DESCRIPTION

- POSITION TITLE:** President and CEO
- REPORTS TO:** Board Chair/Executive Committee
- SUPERVISES:** 5 Full-time/2 part-time
- \$900,000/Annual Budget Downtown Fresno Partnership
- Business Improvement District/PBID
 - Special Events
 - Voluntary Members

POSITION SUMMARY

The purpose of the President position is to lead, facilitate, and motivate personnel to accomplish all Downtown Fresno Partnership One Year Operational Plan.

The President acts as the Chief Executive Officer of the organization. Subject to the direction of the Board of Directors, the President supervises, directs and manages the day-to-day business and management of the organization and the property business improvement district (PBID). While the President has other duties and powers as may be conferred by the Board of Directors, this position makes the decisions necessary and/or appropriate for the effective and efficient management of the organization.

The overall goal of the position is the fulfillment of the Downtown Fresno Partnership's Mission Statement: to improve and promote the economic well-being through the implementation of a management district and related activities.

The preferred candidate will be a future-focused, passionate leader who possesses a strong downtown management, economic development and partnership development background. Ideally they will have the following:

- Bachelor's Degree from an accredited college or university in Business Administration, Public Administration or related discipline
- Minimum three years leadership experience in downtown management, economic development, planning, nonprofit or redevelopment management
- Demonstrated success in financial management and development of funding streams
- Demonstrated successful experience interfacing with local, state and/or federal governments
- Demonstrated experience of translating a plan and vision into results with measurable and visible outcomes
- Experienced in building successful collaborations among diverse groups
- Familiarity with business improvement district management, non-profit management, marketing, planning, fundraising and economic development

ESSENTIAL TASKS AND RESPONSIBILITIES

Leadership and Planning

- Provide leadership in the implementation and enhancement of the Management District Plan through measureable objectives and goals consistent with the organization's mission statement.
- Ensure all requirements of the PBID management contract with the City are fulfilled in a timely and professional manner.
- Develop additional funding sources to augment the organization's assessment revenues.
- Serve as the organization's chief spokesperson and primary advocate representing the organization with media, government agencies, associations, and other public organizations.
- Stay abreast of developments in the downtown revitalization industry. Research successful BID programs and introduce new ideas to further the development of the organization.
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for the District's activities, programs, and services.
- Oversee the planning, implementation, and follow-up of Board and Committee meetings, task forces, presentations, and special events. Oversee the coordination of Board agendas, meetings, minutes, and correspondence.

Administration and Management

- Manage DFP staff to carry out the organization's programs and objectives.
- Provide leadership and oversight of the PBID objectives.
- Oversee the execution of customer service programs, establishing PBID customer service protocols.
- Manage all contracts on behalf of the organization. Any new contracts will be authorized by the Board of Directors.
- Any other tasks assigned by the Board of Directors relevant to achieving the objective and the purpose of the position.

Environmental Enhancements

- Provide leadership to ensure the achievement of all program goals and objectives, which may include but are not limited to:
 - Clean Team Ambassadors
 - Streetscape enhancements
 - Security
 - Wayfinding
- Monitor the effectiveness of public-service programs and oversee the development and implementation of tracking and reporting systems.
- Provide leadership and support to oversee the activation of the Fulton District.

Marketing, Business Development, and Events

- Provide leadership to ensure the achievement of goals and objectives set forth in the yearly action plan, which may include, but are not limited to:
 - Market research
 - Marketing/communication, public relations and advertising activities
 - Business recruitment and development
 - Collateral materials
 - Website and social media

- Other programs as developed
- Provide leadership to ensure business recruitment and retention efforts reach all program goals and objectives.
- Provide leadership and support for event operations including:
 - Commitment to high quality special events
 - Event sponsorship outreach
- Monitor the effectiveness of all programs and oversee the development and implementation of tracking and reporting systems.
 - Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

POSITION SPECIFICATION:

Physical demands listed here are representative of those that must be met to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Stand, walk sit, stoop, kneel, crouch or crawl
- Reach with hands and arms
- Talk or hear
- Vision close vision, distance vision and color vision
- Work environments listed here are representative of those that might be encountered while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level is generally quiet due to the nature of working indoors in an office environment

SALARY AND BENEFITS:

Salary and benefits are commensurate with experience and skills.

MISSION STATEMENT:

The mission of Downtown Fresno Partnership is to improve and promote the economic well-being through the implementation of a management district and related activities.

Downtown Fresno Partnership provides a unified voice for property owners and merchants in downtown Fresno. Together, the constituents work for the advancement of downtown by strengthening relationships with local and regional governments, and citizen-based organizations.

Applications must be received no later than January 12, 2018 at 5:00 PM. Please submit cover letter and resume by email to nancy@hormann.net

or mail to
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