

Modesto Downtown Improvement District

Director of DID Services

JOB DESCRIPTION

Job Title: Director of DID Services

Reports to: DID Board and works in close collaboration with DMP

Status: Full-Time Non-Exempt

Date: August 18, 2019

DOWNTOWN MODESTO

Downtown Modesto is the heart of the City. It is the historic and cultural epicenter of the community and region - ground zero for social connection and networking. It employs more people than any other area of the County and at a higher wage. It is the community "living room," the geographic area that visitors to our City and County from outside the region are most likely to experience when here for business or pleasure.

Downtown is managed by two different Downtown organization. The Downtown Improvement District (DID) is a business based district, paid for by the business owners and is responsible for the improvement of the business environment. The Downtown Modesto Partnership (DMP) is a property based district and is responsible for the betterment of all the downtown through clean & safe, advocacy and marketing and promotions services. The two organizations will work together for the enhancement of Downtown and will be housed in the same offices.

POSITION SUMMARY

Working under the direction of the DID board and in close collaboration with the Downtown Modesto Partnership (DMP), this person shall design and complete specific initiatives with a focus on enhancing the shared image and brand of downtown Modesto and providing technical support to business owners. Additionally, in collaboration with the board, this person shall be responsible for leading annual events or initiatives that enrich downtown business as well as raise funds.

The position requires an energetic, results-oriented professional eager to assume a responsible marketing and management role in a long established downtown business organization. Ideal candidate will have management experience in a downtown management or destination marketing organizations. Ability to manage complex issues and projects, work effectively with a variety of constituencies, work with volunteers and build consensus among diverse stakeholders are essential skills

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ESSENTIAL FUNCTIONS

Strategic Planning – Participates in the development of current and long-term joint marketing and operational plan in conjunction with the DMP. Setting goals and objectives that align with the business community's vision as directed by the Board of Directors. Providing opportunities for business stakeholder engagement/involvement in the planning process.

Marketing and Public Relations – Assures the organization's mission, programs, products and services are consistently presented in strong, positive images to relevant stakeholders and the media. Maintains effective working relationships with the DMP and relevant downtown organizations.

Organization's Programs, Products and Services Delivery – Oversees the design, marketing, promotion, delivery and quality of all programs, products, and services as it pertains to the Downtown Businesses and the DID's budget. These programs must enhance, not duplicate, those of the DMP. Many of the organizations admin and street level services will be provided through contracts with the DMP.

Resource Development and Budgeting – Explores, initiates and expands innovative resource development including aggressive growth in earned income and grants. The Director sets bold plans and then identifies resource requirements, researches multiple revenue sources, and establishes strategies to develop new customers and new revenue, writes and submits proposals and grants requests, and administers financial records that properly document The City of Modesto's reporting requirements. The Director identifies opportunities to grow revenue AND where the resources can come from to achieve that growth.

Financial and General Administration – Develops and manages the organization's budget and finances. Ensures the organization is compliant with all federal, state and local laws.

Year One Goals

Lead a Small Number of Annual High Impact Projects-

- With the board and in collaboration with the DMP, design and lead 2-3 annual high impact projects or campaigns. These should be specific projects that last for a finite period of time and have a measurable impact.

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Raise Funds through Annual Events and Sponsorships:

- In conjunction with the board, raise the target of at least \$50,000 per year to pay for overhead so that the vast majority of our public funding goes to specific and measurable projects

COMPENSATION

- Salary range \$50,000-\$60,000 commensurate with education and experience, annual bonuses based 10% of funds raised.

Applications must be received no later than September 6, 2019 at 5:00 PM.

Please submit cover letter and resume by email to nancy@hormann.net