

MAJOR FUNCTION

This is professional and technical work administering special projects, contract programs, grants, marketing and communications, and other major initiatives related to core business practices of the Tallahassee Downtown Improvement Authority (TDIA). The work includes research, development, planning, execution, and administrative oversight for a broad range of programs, functions and procedures related to the TDIA's core activities, which include development, planning, public improvements, special events, promotions, and beautification. Work is performed with considerable independence under the supervision of the TDIA CEO and in collaboration with other TDIA and City staff. It is a collaborative role that needs self-guidance and attention to detail, to ensure necessary approvals and coordination, and a flexible schedule that includes occasionally working evening and weekend. Accomplishments are judged through conferences, written reports and results achieved.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Coordinates all tasks associated with the planning, implementation, analysis, and evaluation of a broad array of projects and programs that the TDIA oversees or is engaged with through partner organizations. Projects and programs will include activities related to development, planning, public improvements, special events, promotions, and beautification in and around downtown. Develops project budgets, implementation plans, and monitors and evaluates project performance with KPIs and tracking logs. This position is responsible for managing existing programs and projects, and will work closely with the TDIA CEO to design, implement, and manage new programs and projects. A key focus of the TDIA in coming years will be on business recruitment and retention, attracting both commercial and residential development in and around downtown, beautification, and placemaking and public space activation. Management of TDIA marketing and communications efforts, including website management, social media management, producing marketing materials for projects and events, and stakeholder and public engagement efforts. Assists with grant application development and grant management and reporting. Prepares correspondence, memoranda, reports, studies, agenda items, and statistical summaries. Attends TDIA Board meetings and other public meetings as required. Performs administrative work as required. Performs related work as required. Supports the CEO and Downtown Events Manager with special events as required, including some evening and weekend events.

Other Important Duties

Completes special projects as assigned. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Thorough knowledge of office management, record keeping and fiscal procedures. Knowledge of generally accepted best practices in project management, community placemaking, public space activation, marketing, communications, and public engagement. Ability to provide excellent customer service. Creative with a strong aesthetic sense for developing active public spaces that are attractive for retail businesses and residents. General understanding of community and economic development fundamentals. Ability to effectively and persuasively communicate verbally and in writing. Ability to think critically, solve problems and handle multiple projects and deadlines. Ability to use Microsoft Word, Excel, Email, Facebook, Instagram, and Twitter. Ability to work flexible schedules, available on some nights and weekends; dependable and timely. Ability to establish and maintain effective working relationships as necessitated by the job. Maintain effective working. Skill in public relations.

Minimum Training and Experience

Possession of a bachelor's degree and four years paid, or volunteer experience related to urban planning, real estate, municipal government, business improvement districts, communications, or convention and hospitality services in a special services district, urban partnership, or closely related environment; or an equivalent combination of training and experience.

Necessary Special Requirements

Must possess a valid Class E State driver's license at time of appointment.

Note: Ability to lift heavy objects up to 50 pounds on occasion. Ability to work outdoors on occasion. Ability to work occasional early morning, evening, and/or weekend hours.

Established: 07-09-24