



**DOWNTOWN
LANSING INC.**

DOWNTOWN LANSING INC. - EXECUTIVE DIRECTOR JOB POSTING:

The Downtown Lansing Inc. (“DLI”) board of directors seeks an Executive Director who is energetic, enthusiastic, visionary, and professional to take the lead of its organization and help make downtown Lansing an even better place. Lansing, the Capital City of Michigan, is the heart of a growing region of over 500,000 people. The downtown has tremendous potential to be a great City. Downtown Lansing became a designated Michigan Main Street community in February of 2013 by the Michigan Economic Development Corporation. The ideal candidate will be a high energy person who lives and breathes everything downtown and seizes this opportunity to make a big impact on the future of Lansing.

The new Executive Director must also be a consensus builder able to bring a diverse group of stakeholder, including residents, day workers, businesses, and organizations together to improve the downtown community’s ability to carry out joint activities such as: promotional events, advertising, identifying appropriate store hours, special events, business assistance, business recruitment, parking management, etc.

Candidates should also be familiar with the Main Street program and able assist the DLI board of directors and committees in developing a long-term Vision and annual action plans for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion/marketing; organization/management; and economic restructuring/development. Additionally, candidates should be aware that DLI manages the Principal Shopping District for the City of Lansing, and the maintenance obligations that entails.

Lansing is a large and urban Main Street community, the DLI Executive Director will be expected to form strong relationships with existing stakeholders promoting downtown development such as: the City of Lansing Departments of Economic Development and Planning, Public Service, Police, and Mayor’s Office; the Lansing Economic Development Corporation, Lansing Economic Area Partnership, Lansing Entertainment & Public Facilities Authority, Greater Lansing Convention & Visitors Bureau, Lansing Regional Chamber of Commerce, Michigan Economic Development Corporation, State Historic Preservation Office and many others.

EXECUTIVE DIRECTOR DUTIES:

The successful executive director will coordinate the activity of the Main Street program committees, ensuring that communication among committees is efficient and free-flowing; assist committee volunteers with implementation of work plan items; work effectively with volunteers

and others involved in downtown-related projects; manage recruitment, evaluation and retention of volunteers, including members of the four Main Street committees, special project volunteers, and short-term volunteers; understand the importance of volunteer involvement and play an active role in developing, coordinating, and utilizing this important resource.

Additionally, the executive director must manage all DLI administrative aspects, including, but not limited to purchasing, record keeping, budget development, preparation of board and committee meeting packets, preparing grant and progress reports, assisting with the preparation of reports to funding agencies, and supervising employees, interns, and/or professional consultants. The executive direction will be responsible for ensuring that DLI abides by all applicable federal, state and local laws and regulations, while maintaining associated records and reporting procedures. Identify and secure grant opportunities for downtown re-development. Administer grants and monitor related programs or projects.

The executive director should be prepared to advise downtown merchants' groups and other committees and organizations on DLI program activities and goals; help fundraise and coordinate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown Lansing; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown district.

The executive director will conduct and coordinate downtown efforts for business recruitment, retention and expansion, including developing and providing information, expertise, and appropriate referrals to business owners, marketing downtown Lansing to outside businesses, and working with developers and building owners to enhance the quality of retail and commercial space.

Candidates must understand that the duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

NECESSARY EDUCATION, EXPERIENCE AND SKILLS

Education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, land use planning, business administration, public administration, volunteer or non-profit administration, retailing, architecture, historic preservation, and/or small business development. A bachelor's degree is required with master's degree preferred.

The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organization. They must also be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.

Experience with non-profit fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters and individual donors is preferred.

A basic knowledge of federal, Michigan and local economic & community development tools available for downtown revitalization is vital.

The Executive Director must have good computer skills and be proficient in the following applications: word processing, spreadsheets, data base management and PowerPoint. Basic graphic design/publishing skills are desirable. A working knowledge of the use of social media applications such as e-mail, website maintenance, Facebook, Twitter, Flickr (digital photography), LinkedIn, blogs and others.

Must also have their own transportation and be available to work nights/weekends and a flexible schedule including some holidays.

CERTIFICATIONS OR LICENSURE

National Main Street Certification or willing to be Certified.
A valid Michigan driver's license is required.

COMPENSATION

The expected salary range is between \$70,000 and \$80,000 per year depending on experience, with a competitive benefits package.

HOW TO APPLY

Interested candidates should email resumes to search@downtownlansing.org

POSTING TIME

This posting will be open for one month. The search committee will contact selected candidates for initial interviews approximately three weeks after the posting closes.