



## **Downtown Chico Business Association (DCBA)**

### **Executive Director Job Description**

#### **Introduction**

The DCBA maintains an aggressive, well-rounded program designed to strengthen the organization, promote and market downtown Chico, retain, strengthen and attract new businesses and improve the common areas.

#### **Position Summary**

The Executive Director, an exempt position, is the chief operating officer of the DCBA and has the power to transact every day business for the association, within established policy guidelines. The Executive Director is responsible for the overall leadership and management of the DCBA and is the primary contact with the community. The Executive Director develops and implements programs and strategies, approved by the Board of Directors, to meet quantifiable goals. The Executive Director reports to the Board of Directors and works closely with the Board, its standing committees and DCBA staff (and contractors) to ensure that the mission and vision are clearly defined and followed, that the organization remains fiscally sound and that it maintains the highest ethical standards.

The Executive Director should exhibit exemplary characteristics in the following areas:

- Strong leadership and the ability to motivate
- Excellent communication skills with an aptitude for conflict resolution
- Planning, organizational and follow-through skills
- Creativity in problem solving and project planning

#### **Range of Duties:**

##### **□ Administration**

- Manage all administrative aspects of DCBA
- Manage staffing requirements for the organization; including recruitment, hiring, termination, and yearly staff performance reviews.
- Manage and develop program and organizational budget guidelines
- Deliver monthly report to Board of Directors
- Develop agendas for DCBA-related meetings (board meetings, executive committee meetings, sub-committee meetings)
- Develop funding sources and strategies (sponsorships, associate memberships, advertising opportunities, grant writing, assessment district formation, etc)
- Facilitation of decision making in conjunction with Board of Directors on organization policy, direction and choice of activities
- Represent DCBA in meetings with City and various other community groups (i.e. Chamber of Commerce, Media Partners, Community Business Partners, Other Non-Profits)
- Prepare necessary reports, summaries and research projects
- Promote and foster teamwork among staff, volunteers and Board members
- Develop and oversee contracts: franchise agreement, DPBIA agreement for administration, City of Chico Economic Development funding service contracts, etc.

- Oversee planning and implementation of eight recurring annual events
- Proficient with up-to-date computer and online-based marketing programs (i.e. Microsoft Office Suite, Adobe In-Design, QuickBooks Constant Contact, Facebook,)

□ **Public Relations**

- Advocates and lobbies on behalf of DCBA interests
- Act as liaison to City of Chico on downtown issues as directed by the Board of Directors
- Act as a liaison with local government and organizations as directed by Board of Directors
- Maintain positive and cooperative relationships with community leaders
- Work and collaborate with a variety of community individuals and organizations
- Establish regular meetings with the City Manager/City Council/City Officials to maintain communication, review objectives of DCBA and help improve downtown Chico
- Attend City Council and other City meetings as needed (i.e., Internal Affairs, Economic Development)
- Act as DCBA spokesperson to the membership, media and public. Perform downtown public relations duties and maintain a good working relationship with the media
- Serve as primary contact with community groups and district constituents; serve as liaison with local government agencies; build a coalition between the District and business owners, property owners, community and neighborhood associations, and government agencies
- Represent DCBA in meetings with City and various other community groups
- Prepare necessary reports, summaries and research projects
- Represents DCBA on various community committees

□ **Membership Development and Program Development**

- Maintain effective, consistent communication with DCBA members via publications, email and personal contact
- Plan and develop annual Board of Directors election and annual meetings
- Customer service and business relations
- Oversee and manage marketing outreach (i.e. website, print publications, media)
- Manage regular membership communication programs (newsletters, updates, surveys, etc.)
- Membership outreach and consensus building