

City of Vidalia Position Announcement

DVA/Main Street Director Administration

JOB SUMMARY

Under the direction of the City Manager, with support from the DVA Board, the Director is responsible for planning, developing, executing, and documenting the Main Street Program for the City of Vidalia. The Director oversees community events, works with the DVA Membership through meetings, events and activities, and works with business partners to ensure the continued growth of the downtown.

MAJOR DUTIES

- Responsible for the day-to-day operations of the Downtown Vidalia Association and the Main Street Program
- Works with Directors, Chairs of Committees, and volunteers to provide events and activities for the downtown and community
- Maintain Main Street City status through Georgia Department of Community Affairs
- Recruits business memberships for the DVA
- Works with downtown businesses to address their concerns/needs
- Responsible for business recruitment and retention in the downtown area
- Trains Directors and Volunteers that serve on Committees
- Represents DVA at various events throughout the community and on a state wide level
- Consistently communicates with the board about any issues that may need to be addressed
- Communicates with the membership about events/activities on a weekly basis
- Submits monthly state/national reports
- Holds a monthly DVA board meeting and attends committee meetings
- Serves on the Vidalia Convention Visitors Bureau Board and the Vidalia Union Committee
- Hosts interactive "Downtown Chats" quarterly
- Attends monthly City Council Meetings
- Assists with The Pal Theatre when visitors come visit the DVA Office
- Responsible for DVA Onion Festival fundraiser, 9/11 Service at Meadows Street Park, Downtown Spooktacular, Veteran's Lunch, Christmas Parade
- Foster public relations through speaking, radio, newspaper, and making appearances at various events, among other related activities
- Oversee the Downtown Façade Grant Program
- Maintain and grow the DVA's Social Media presence
- Operates a variety of office equipment.
- Maintains office files; retrieves files as needed.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of modern office practices and procedures.
- Knowledge of modern office equipment.
- Knowledge of customer service standards.
- Skill in Social Media (Facebook, Instagram, etc.) along with website operation.
- Skill in the operation of computers and job related software programs (i.e., Microsoft Office

- products).
- Skill in decision making and problem solving.
- Skill in dealing with the public.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

The City Manager assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include department policies and procedures. These guidelines are generally clear and specific, but may require some interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of related public relations duties. Frequent interruptions contribute to the complexity of the position.

CONTACTS

- Contacts are typically with co-workers, other city personnel, state level employees, vendors, and members of the general public.
- Contacts are typically to provide services, to give or exchange information, or to resolve problems.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee occasionally lifts light objects.
- The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Ability to read, write and perform mathematical calculations at a level commonly associated with the completion of high school or equivalent. Bachelor's Degree is preferred
- Sufficient experience to understand the basic principles relevant to the major duties of the position usually associated with having had a similar position for three to five years.

TO APPLY

- High school diploma or equivalent required (Bachelor's degree is preferred) from an accredited college or university with major course work in marketing, public relations, economic development, or a related field.
- Three to five years of experience in a Main Street/downtown setting (preferred)
- Must pass a pre-employment background check and drug screen
- Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.
- Have an oral interview with the City Manager and DVA President

- Only the most qualified applicants will be contacted for an interview. Applications, resumes, and references are due Friday, April 6, 2018 at 5:00 pm.

Applications can be obtained through the City of Vidalia's website at www.vidaliaga.gov. Please click on "How Do I?" and then "Forms and Applications" to find an application. Please mail your application and resume along with at least three (3) professional references to the attention of Shikima Johnson, HR Director, City of Vidalia, at PO Box 280, Vidalia, Georgia, 30475. Applications may also be obtained through the Georgia Department of Labor locally as well as their website.

The City of Vidalia is an Equal Opportunity Employer