

Position Description

Title: Executive Director
Compensation: See Page 2
Reports to: Board of Directors

I. Overview

Heart of the Tree City seeks an individual or firm to serve as agent and Executive Director to be responsible for the implementation and administration of assigned programs and activities conceived and directed by the Board, as per the Mission Statement. Such programs will be designed to sustain a vigorous downtown.

Mission Statement: Heart of the Tree City (HOTTCity) is a not-for-profit, public/private entity that promotes commercial growth, preserves historic aspects, and enhances the quality of life of the downtown community, thereby insuring Greensburg's role as the nucleus of economic, cultural, governmental, and social activity in Decatur County.

"Where the Past and the Future Grow Together"

II. Goals

- To implement the **Hyett/Palma Action Agenda 2004** in promoting the enrichment of life in downtown Greensburg.
- To communicate regularly with business and property owners to ascertain their needs and advise them of opportunities.
- To serve as liaison between city and county governing officials in the enactment of HOTTCity's projects, including those programs which may extend beyond the Hyett/Palma Action Agenda.

II. Range of Duties

- Gather, prepare, and submit data and other documentation required in applying for grant funds and other funding sources. Prepare and submit current reports of activities as required by the board of directors and funding sources.
- Use speaking engagements, media interviews, and personal appearances to keep HOTTCity's programs and projects in the public eye. Conduct ongoing public awareness and education programs designed to foster an understanding of HOTTCity's goals and objectives, and, to enhance appreciation of the downtown's architecture and other assets.
- Develop downtown economic enrichment strategies that utilize the community's resources and that are mindful of historic preservation. Become familiar with all persons and groups directly or indirectly involved in the downtown residential and commercial district. Be mindful of the roles of various downtown interest groups: Design; Promotion; Organization Coordination; Economic Restructuring/Development and Historic Preservation.
- Assist individual tenants and/or property owners with physical improvement projects through personal consultation or by recommending professional design consultants.
- Assess the management capacity of major downtown organizations and foster the downtown community's ability to carry out joint activities such as: promotional

events, advertising, uniform store hours, special events, business recruitment, parking management, landscaping, enhancement of the Veterans War Memorial, pedestrian safety, snow removal recommendations, and so on. Encourage a cooperative climate between downtown interests and local public officials.

- Produce periodic updates of the organization's strategic plan, budget, and grant requests.

IV. Qualifications

The successful and distinguished candidate should possess the following qualifications:

- Knowledge of funding resources and procedures for grant proposals and other requests for funding
- Experience in business, marketing, urban planning, public administration, or related field
- Sales and marketing experience
- Networking skills
- Must be a team player, entrepreneurial, energetic, imaginative, well-organized, and capable of functioning in an independent environment
- Working knowledge of WORD, EXCEL, and other software systems
- Availability to attend periodic evening and weekend functions and meetings
- Self sufficient in an office setting with minimal administrative support
- Excellent writing and verbal skills and an ability to articulate projects and programs to a broad range of external and internal audiences
- Comfortable working with a variety of constituents and organizations
- Knowledge of community and economic development principles, practices, and methods, and the skills to develop such programs and services
- Education and/or professional experience in some or all of the following areas: downtown planning, community economic development, real estate, marketing, and/or small business development.

V. Reporting

Position will report to the Board of Directors of HOTTCity.

VI. Compensation

To be determined. Candidate is asked to provide his/her standard billing rates or expected compensation.

Please send cover letter with resume' and references to:

Heart of the Tree City
C/o Mayor Frank Manus/Implementation Board
314 North Michigan Avenue
Greensburg, IN 47240