

MAJOR FUNCTION

This is a highly responsible and professional full-time position. It requires a motivated person who is capable of working independently under the general policy guidelines of the Tallahassee Downtown Improvement Authority ("TDIA") Board. The TDIA is responsible for the marketing of downtown Tallahassee to a variety of constituents. The CEO is expected to plan and implement various marketing and promotional activities in accordance with the goals established by the TDIA Board.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

Direct and coordinate TDIA marketing functions and develop additional and expanded promotional strategies for the downtown. Develop and manage budgets of the various promotions and events together with the internal operating budget. Develop and manage the TDIA events including soliciting sponsors and fundraising for those events. Supervise the planning and development of marketing, promotional and communication materials, including community outreach and social media presence. Represent the TDIA at various community, government and business meetings. Establish and maintain positive working relations for the TDIA with other local government agencies, downtown business leaders, Florida State University, Florida A & M University, Tallahassee Community College, city and county staff, community leaders and elected officials. Develop new constituencies through identifying needs and advocating for new organizations and groups within the downtown. Establish and implement short and long-range goals, objectives and policies and operating procedures. Other duties as assigned by the TDIA Board.

DESIRABLE QUALIFICATIONS

Applicable experience in downtown and redevelopment marketing, event management and project development. Experience in fundraising and securing necessary funding of public events. Experience in strategic planning and execution. Knowledge of developing and structuring budgets and program goals. Ability to present professional written and verbal communications. Good interpersonal skills. Ability to motivate others to produce quality materials within a tight timeframe and simultaneously manage several projects. Ability to participate in and facilitate group meetings.

MINIMUM TRAINING AND EXPERIENCE

Graduation from an accredited college or university with a preference for a degree or concentration in public administration, marketing, public relations, communications, urban and regional planning and experience in one of those fields. A combination of equivalent training and experience can be substituted.

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