

## **Downtown Development Coordinator**

### **Position Summary**

The City of Tallapoosa is seeking a part-time Downtown Development Coordinator. The position requires an energetic, results-oriented professional enthusiastic about the future of the City of Tallapoosa. The coordinator will be responsible for coordinating all economic development interests, downtown promotional activities & special events, and assisting with grant applications. Reports to the City Manager.

### ***Essential Duties and Responsibilities***

- Retain, grow, and recruit retail and other businesses to enhance the downtown business environment.
- Build landlord, business, and broker relationships.
- Track vacant/available space for potential businesses.
- Serve as a liaison for existing and potential Downtown businesses and property owners and the city.
- Coordinates efforts of the Business and Professional Association, and the Downtown Development Authority (DDA).
- Assists in planning and promoting Downtown events via the city's website, social media, media outlets, and printed materials.
- Markets Downtown properties via the City's website, social media, media outlets and printed materials.
- Works collaboratively with city staff to identify, and apply for, various downtown and neighborhood development grants.
- Assists staff with downtown developers to utilize the Enterprise and Opportunity Zone incentives where appropriate. Also helps historic building preservation work to qualify for state tax abatements and incentives.
- Provides administrative support for the DDA.

### **Qualifications**

Education and experience requirements include a high school graduate at minimum, with three years of experience in sales, marketing, or communications fields. Associates or Bachelor's degree in a related field is desired. Experience working closely with volunteers, volunteer organizations, or in the marketing/promotions/communications profession. Any equivalent combination of experience and training that provides the required knowledge, skills, and abilities may be considered.

Computer experience with Microsoft Office applications and knowledge of website and social media applications would be a plus. Ability to communicate effectively, both

verbally and in writing, ability to establish and maintain effective working relationships and ability to analyze situations and recommend an effective and reasonable course of action. Ability to analyze and interpret data; and exercise tact and diplomacy when dealing with property and business owners, various groups/committees, and the general public.

Excellent time management skills. Must have a collaborative attitude and enjoy cultivating relationships.