

Title: Executive Director
Reports to: Board of Management



Summary of Primary Job Functions:

The Executive Director is responsible for executing major goals and objectives for the Sault Ste. Marie Downtown Association BIA as well as the implementation of policies established by the Board of Management. The Executive Director provides leadership, direction and guidance of the BIA activities and analyzes and evaluates the effectiveness of current operations. The Executive Director is required to develop and maintain effective organizational structure/personnel and represent the BIA to The City of Sault Ste. Marie, the Ontario BIA Assoc., regulatory authorities, other agencies, community and civic organizations, donors, funders and supporters, as well as the general public. In addition, they give direction to staff and committees in line with Board of Management objectives and with regard to BIA membership involvement/support, and provide administrative and day of site support when required.

A. Position Overview

Reporting to a volunteer Board of Management, the Executive Director interacts with Municipal Staff and Council, Provincial and Federal Government Agencies, Police, Fire, EMS, PUC Inc. , Chamber of Commerce, Tourism and Convention Authority, Neighbourhood Associations, Community Committees, Social Agencies and Task Forces, as well as any other stakeholder with an interest to the downtown core on behalf of the board elect of the Downtown Association. The Executive Director develops/reviews, executes, monitors and reports an array of plans, activities and programs including:

- Grant writing
- Marketing Plans
- Board Policy
- Public consultation/participation
- Media, Public/Membership relations
- Sub-committees (exec, communications, finance, governance, grant writing, beautification, service sector, events)
- Annual Budget
- Events and Sub-event contracts and planning
- Property and streetscape maintenance programs
- Business Recruitment/Retention initiatives

B. Responsibilities

The Executive Director is responsible for daily administration of the office, management of any staff/contract personnel, execution of the strategic and business plans, consultation with board and appropriate sub-committees for budget preparation

and execution, grant research and writing, work plan development and implementation, maintaining and fostering positive relationships with businesses, public officials, the media and general public, supporting implementation of special events and implementing programs.

The Executive Director is accountable to the Board of Management in the management of all the affairs and activities of the BIA in accordance with the Municipal Act and Association's policy. The Executive Director, or their appointed staff, acts as the recording secretary for Board of Management meetings and is responsible to oversee the Board's short and long term strategic plans.

C. Educational Requirements

Minimum: Bachelors or Arts, Science, Diploma in a three years program or portfolio demonstrating exemplary competencies.

Education in Regional Planning, Business, Community Services and Economic Development, Public Relations, Events Management, Tourism, Marketing will be deemed an asset.

D. Skills

The Executive Director is an energetic, creative, self-motivated professional with exceptional personal, communication, team building and organizational skills. An excellent facilitator, consensus builder and multi-tasking individual who has a working knowledge of the Municipal Act (as pertaining to BIA's), the OBIAA Handbook, the Corporation of the City of Sault Ste. Marie's by-laws and policy, government and proposal writing, Provincial and Federal landscape, has a knowledge of Downtown development, historical preservation, planning, tourism and is open to learning and developing new skills to the benefit of the BIA and its members.

E. Main Areas of Responsibility

Grant Writing

The BIA operates on a membership imposed levy, as such, the Association has made it a priority to generate additional revenue streams to offset the cost of its operation and leverage the fund acquired by its membership. A working knowledge of grant portals, reporting, and release dates is a necessity for candidates.

Administration

Involves correspondence, minutes, reports, proposals, working with committees, assignments from the Board of Management, planning (including business and marketing plans) database, website, social media maintenance, as well as Annual General Meeting and Special Meeting coordination.

Communication/Resource Information and Consultation

The Executive Director is to compile, edit, condense and process information for Distribution to its members and partners to build an advocacy voice of support for Its position and initiatives.

- Communications include all written matters public facing and internal
- BIA members, government departments (municipal, provincial and federal) and agencies regularly contact the BIA office requesting information and/or assistance on a fairly wide range of topics related to the BIA.

Marketing and Promotions

Advertising, promotion, publicity and management of all programs and services including concept, development, design and production. Development of sponsorship program and sponsor relations for community involvement and revenue generation.

Monitoring/Recommendations

Legislation, regulations and issues affecting the BIA members and drafting position statements for review by the Board of Management and taking necessary action when deemed appropriate. Identify and recommend changes that would benefit the BIA and implement where appropriate.

E. Preferred Knowledge

Knowledge of Sault Ste. Marie Downtown (possible formal/business involvement)

Board Procedure and processes

Strong working knowledge of general accounting practices, financial reporting, budgeting and management.

Excellent writing skills with a good understanding of the technical aspects of print preparation and publication.

Strong speaking and presentation skills.

Ability to analyze and interpret government regulations and technical information and communicate the results to the Board of Management.

Exceptional planning and organizational skills.

A proper understanding of the geographic, economic, political, social and cultural differences that exist among the members of the BIA and City of Sault Ste. Marie.

Ability to communicate effectively with Downtown Association membership, related associations and stakeholders.

Professional business relationship with building and nurturing skills.

High level decision making and problem solving skills.

Strategic planning and goal achieving.

Working Conditions

Office environment.

Able to walk/move extensively around the Downtown BIA area.

Event work, which may require lifting, hauling, etc.

Minor office cleaning to maintain a clean and organized office space.

Attending some early morning or evening meetings may be required.

Having a valid Ontario Driver's License is an asset.

Sensory Demands

Overtime may be necessary as workloads dictate. (Evenings, weekends, and/or holidays) May spend long hours in intense concentration requiring attention to detail and high levels of accuracy.

Mental Demands

Must deal with a wide variety of public (membership, authorities, community, media) on various project and social issues.

Compensation

Remuneration commensurate on experience. (Salary, full time)

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this position. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.