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### **Critical Skills & Experience**

- Excellent written and verbal communication skills
- Strong public speaking skills
- Working knowledge of key downtown functions including district operations, destination marketing, event production, and member services.
- Demonstrated fluency in preparing and managing annual budgets
- Ability to balance demands and priorities of a diverse group of stakeholders
- Interest and experience in public policy related to downtown issues of transportation, parking, development policies, small business support, etc.
- Experience working for and engaging with boards of directors

The ideal Executive Director will be a true “working manager”, doing most of his or her own analysis and writing. He or she will be willing to do “whatever it takes” to make the organization and all of its programs successful.

### **Required Minimum Qualifications**

Experience in leadership in managing downtowns, nonprofits, municipal governments, or related private sector functions is strongly preferred. Along with a thorough knowledge of organizational management and contemporary issues currently affecting downtowns. Bachelor’s degree from an accredited University preferred along with at least 5 years of management experience in the public, business, or non-profit sector.

### **Compensation & Benefits**

The salary for this position is dependent upon experience. The position offers sick time, family leave, and vacation time. This position offers no medical benefits. Pay range is \$85,000 - \$100,000 - depending on experience.

### **To Apply**

Email 1) a copy of your resume, 2) a cover letter providing more in-depth information on the experience and qualities you would bring to the job and salary requirements, and 3) the names, phone numbers, and emails of three references to: bryan@hoddyprop.com

Recruitment of this position to remain open until filled.

## **The Organization**

The Pleasanton Downtown Association is a group of dedicated individuals, businesses and property owners who believe in developing a strong downtown district through planning and marketing, and by offering community events and activities in the downtown area. The group’s intent is to provide an enjoyable place to visit, shop, receive services and to dine.

The organization was created by the Pleasanton City Council in January 1984 and follows the California State Legislature enacted “Parking and Business Improvement Area Law” known as SB 142. The 600-member PDA functions as an assessment district with its operating capital generated through member participation, sponsorships, city revenue and revenue-producing events. The PDA is governed by a 13-member Board of Directors. We are committed to the economic and cultural vitality of the downtown and for creating new and innovative programs that enhance downtown as a regional destination for visitors.



# **EXECUTIVE DIRECTOR**

(Full Time Position)



## **The Community**

One of Northern California’s premier residential and business communities, Pleasanton is well regarded as an attractive and friendly city with a strong heritage, active and involved residents, a wide variety of services, well planned business areas, a historic downtown and well-cared for homes in family-oriented neighborhoods.

# The Role of the Executive Director

The Pleasanton Downtown Association is looking for a strong leader with integrity and someone who is business savvy. A successful Executive Director will be self-motivated, proactive on issues and works efficiently with little direction. This individual will need to be creative, organized, and focused, with the ability to take a project to completion from start to finish, with no task being too large or too small. The PDA is seeking a Director with networking skills, strong in marketing and promotions and is capable of looking forward and pro-actively plan for seasons to come. The successful candidate will have a sincere interest in Pleasanton and in interacting often with the business community, will be an effective communicator and will understand the shared responsibility the Board of Directors and Executive Director have regarding the affairs of the PDA.

This is a small organization with an Executive Director position that evolves, and changes based on current need. This is absolutely a "roll up your sleeves" kind of position. This small staff is active in all elements of the organization and the support of downtown Pleasanton. Our Executive Director is expected to lead by example and with a "no job is too big or too small" kind of attitude.

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The Pleasanton Downtown Association  
is an Equal Opportunity Employer.

*In addition, the Executive Director helps to guide the organization with primary focus and skills in the following areas:*

## **Marketing**

- Publicize downtown, increase foot traffic
- Manage public relation and related activities
- Develop and execute special events
- Manage organization website
- Manage promotional & community emails
- Social Media Strategy and Implementation
- Marketing and communication experience and knowledge around current marketing trends.

## **Public Advocacy**

- Act as liaison between members and local government
- Speak for the Association, representing the membership
- Write press releases, articles and reports advocating the message of the Association
- Build strong, productive relationships with public agencies at the local and state levels
- Attend PDA board, committee meetings and other public city council, commission and community meetings as the PDA representative. Meetings may be held on nights & weekends.
- Serve as the PDA spokesperson and as a voice for the downtown district.

## **Membership Services**

- Solicit member involvement in the organization
- Regularly interact with membership
- Keep members informed about city business that affects downtown



## **Finance**

- Prepare the annual PDA budget and ensure completion of all appropriate financial reports to federal, state and local agencies and the PDA Board including monthly financial reports
- Submit BID Renewal & Report to City Council annually
- Responsible for managing the annual budget
- Grow the corporate & event sponsorship programs
- Recommends actions and programs to the Board to maintain a stable financial position

## **Operations**

- In partnership with the Board, supervise the implementation of all board policies
- Structure staff and work responsibilities for maximum productivity
- Hire, supervise and evaluate staff, ensure all HR policies are followed
- Manage all communication between board and staff

## **Planning**

- Prepare Annual Priorities for board approval
- Oversee and manage all committees within the PDA
- Facilitate short & long-range planning

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