

CITY OF DAWSONVILLE

DOWNTOWN DEVELOPMENT DIRECTOR



Exempt
4200 General

JOB SUMMARY

The Director of Downtown Development leads efforts to strengthen Dawsonville's downtown economy through strategic business recruitment, tourism promotion, historic preservation, digital engagement, and community-driven events. This position plans, coordinates, and implements initiatives that support the Downtown Development Authority (DDA), enhances the city's brand, and positions Dawsonville as a vibrant destination to live, work, and visit.

MAJOR DUTIES

- Manage downtown development activities including business recruitment, retention, outreach, marketing, and promotions.
- Coordinate operations of the Downtown Development Authority (DDA), including agendas, minutes, reports, and volunteer engagement; develop and support advisory and volunteer groups.
- Administer façade and related grant programs to encourage appropriate and attractive development.
- Support programs that attract, retain, and expand local businesses in coordination with city departments and external partners.
- Assist with implementing the City's Downtown Strategic Plan
- Prepare and oversee annual budgets for assigned programs and monitor expenditures.
- Maintain current inventories of businesses, properties, and available sites to guide economic and tourism development.
- Collect and analyze data to support planning, reporting, and decision-making.
- Develop short- and long-term plans for downtown development, economic growth, and tourism initiatives.
- Oversees hotel/motel taxes
- Respond to inquiries from businesses, residents, and investors; provide information and deliver presentations to civic groups and associations.
- Represent the City in partnership with local, state, and federal organizations, including the Dawson County Chamber of Commerce, Georgia Downtown Association, and Georgia Department of Economic Development. Attend professional development workshops and conferences applicable to the position's area of responsibility.
- Identify funding opportunities, prepare grant proposals, and manage contracts and awarded funds.
- Plan, support and promote city events such as festivals, parades, and the Farmer's Market to drive downtown activity and tourism.
- Develop and implement comprehensive marketing strategies to promote downtown Dawsonville, including branding, campaigns, and promotional initiatives.
- Manage and maintain the City's downtown-related digital presence, including website content, event calendars, and tourism information.

- Create, schedule, and oversee engaging content across social media platforms to increase visibility, engagement, and visitation.
- Utilize digital marketing tools such as email campaigns, analytics platforms, and online advertising to measure and improve outreach effectiveness.
- Develop print and digital marketing materials, including brochures, newsletters, and promotional graphics.
- Monitor marketing trends, visitor data, and engagement metrics to refine strategies and improve performance.
- Ensure consistent branding and messaging across all communication channels.
- Stay informed of state and federal policies, best practices, and trends in economic development, digital marketing, and historic preservation.
- Foster cooperative relationships among downtown businesses and encourage design excellence and joint promotions.
- Perform related duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED BY THE POSITION

- Knowledge of downtown development, economic development, tourism promotion, and historic preservation practices.
- Strong understanding of marketing, branding, digital media, event planning, budgeting, and grant management.
- Proficiency with website management, social media platforms, digital marketing tools, and computer software.
- Excellent organizational, communication, and problem-solving skills.
- Ability to build and maintain effective partnerships.
- Ability to analyze data and apply insights to improve marketing and development strategies.

SUPERVISORY CONTROLS

Reports directly to the City Manager. The City Manager reviews performance through reports, meetings, and overall program outcomes.

GUIDELINES

Work is guided by city policies, ordinances, and applicable state and federal laws. The position requires independent judgment and initiative in applying and interpreting these guidelines.

COMPLEXITY/SCOPE OF WORK

Responsibilities are varied and involve managing multiple programs, partnerships, and communication platforms. Effective performance ensures the successful growth, branding, and revitalization of Dawsonville's downtown and economic environment.

CONTACTS

Frequent interaction with city staff, elected officials, boards, volunteers, businesses, contractors, community groups, media representatives, and government agencies to exchange information, resolve issues, and build partnerships.

PHYSICAL DEMANDS/WORK ENVIRONMENT

Work is performed primarily in an office with regular attendance at indoor and outdoor events. Occasional lifting of light to moderate objects and exposure to varying weather conditions may be required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in Business Administration, Public Administration, Economic Development, Marketing, Communications, or a related field; or equivalent experience.
- Three to five years of leadership experience in downtown development, marketing, tourism, or related field.
- Proven ability to manage budgets, programs, volunteers, and partnerships.
- Experience developing and executing marketing and digital media strategies.
- Ability to develop and implement strategic initiatives aligned with organization goals and direction from the City Manager.
- Experience with grant writing and fundraising.
- Strong communication, presentation, and content development skills.
- Proficiency with Microsoft Office, website platforms, social media tools, and marketing software.
- Valid Georgia Driver's License or ability to obtain one.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

The Downtown Development Director supervises the Customer Service/Georgia Grown Resource Coordinator and overseeing department activities.

SALARY RANGE

- Based on level of qualifications and experience.
- In addition, the City of Dawsonville offers a competitive benefits package, including health insurance, retirement plan, paid leave, and opportunities for professional development.