



*On the Bright Side of the Bay*

## **Sunshine Street Team Executive Director - Job Description**

### **I. Downtown Business Association (DBA) Background**

Founded in 1973, the Downtown Business Association (“DBA”) is a non-profit membership association representing the arts, retail, restaurants, banking, utilities, city government and other various types of businesses, with a common interest of strengthening the downtown area. We promote downtown St. Petersburg as a vibrant, safe and friendly waterfront environment with outstanding entertainment, cultural attractions, educational facilities, retail, art galleries, medical care resources, architectural design and business opportunities.

### **II. Work Objectives**

The DBA is currently seeking an independent contractor Executive Director to develop, implement and operate its new Sunshine Street Team Program (the “Program”). The Sunshine Street Team is a group of volunteers that provide directional, entertainment and cultural center guidance to city visitors. The goals of the program include enhancing the St. Petersburg visitor experience, building longer lasting relationships between visitors and St. Petersburg establishments and generating metrics surrounding the visitor experience.

### **III. Major Responsibilities**

- Collaborate with the Sunshine Street Team Committee (“Committee”) to build a project plan with a detailed timeline for development and implementation of the Program (“Project Plan”)
- Collaborate with the City of St. Petersburg and key stakeholders to build a volunteer training platform for the Program (“Training Program”)
- Implement and administer the Program
- Recruit, schedule, supervise and evaluate Program volunteers
- Coordinate ongoing educational and training opportunities for volunteers
- Solicit Program sponsors
- Coordinate Program marketing with key stakeholders
- Serve as liaison between the public and private key stakeholders including, but not limited to, the DBA, Downtown Neighborhood Association, Central Avenue Council, Chamber of Commerce and the City of St. Petersburg
- Report to DBA Committee and the DBA Board of Directors (“Board”)

- Prepare an annual strategic work plan and related budget
- Maintain frequent and open communications with business owners and property owners
- Respond to inquiries from business prospects and the general public
- Provide accurate and timely communication between the Board, committees and other key stakeholders regarding the Program
- Develop and coordinate data metrics on Program activities
- Write and administer grants for funding the Program
- Research and prepare materials to support the Program including, but not limited to, marketing materials and fundraising materials
- Other duties as required

#### **IV. Required Knowledge, Skills and Abilities**

- Excellent oral, written and social media communication skills
- Strong leadership, collaboration, interpersonal and team building skills
- Ability to do strategic planning
- Experience in budget preparation
- Experience in fundraising and community engagement
- Ability to independently prepare grant requests and manage any grants that are awarded
- Strong organizational skills
- Ability to work independently
- Willingness to work a flexible seasonal schedule
- Proficiency and access to word processing, spreadsheet, and basic graphic design software
- Access to internet
- Experience in website management

#### **V. Preferred Knowledge Skills and Abilities**

- Familiarity with issues relating to downtown business and property owners, public agencies and community organizations
- Experience in planning/managing promotional events and marketing activities
- Experience in volunteer/intern recruitment and management
- Web page design/management experience
- Familiarity with St. Petersburg business associations, neighborhood associations, the City of St. Petersburg Greenhouse and other Program stakeholders

#### **VI. Education and Experience**

A minimum of two (2) years management or supervisory experience is required, preferably in a public or non-profit organization. A combination of additional years of experience or education will be considered.

## **VI. Work Hours, Reporting and Pay**

This is an independent contracting position with most deliverables and deadlines between August 2016 - May 2017 and fewer deliverables and deadlines due June - September 2017. The Executive Director may determine the location of work as well as general hours of work in order to meet Project deadlines and deliverables. The Executive Director will be required to meet regularly with the Committee and Board for reporting purposes and to present deliverables including, but not limited to the Project Plan and Volunteer Training Plan. Pay will be a fixed contract based on deliverables, with total pay of approximately \$8,000 to \$10,000 annually.

To apply, please submit cover letter and resume to [dnoisette@ceruleanblu.com](mailto:dnoisette@ceruleanblu.com).