

Executive Director
Grass Valley Downtown Association
Salary \$40,000.00 to \$50,000 per year DOQ

The Grass Valley Downtown Association (GVDA), is a non-profit 501 (c) (4) organization based on the Main Street program's 4 point approach to revitalize traditional commercial districts and provide historic preservation. It is our goal to provide an enjoyable experience, for residents and tourists alike. We define this by strong retail, delicious eateries, entertainment and unique family events in a warm and friendly atmosphere that has become the cornerstone of our historic town. Grass Valley is the longest running Main Street program in California.

The District is comprised of over 225 retail, professional services, restaurants, wine tasting rooms, entertainment venues and lodging establishments. The GVDA also produces numerous community events including several street closure events throughout the year.

Grass Valley history holds a special place in our nation and the world. Ever since travelers rested their cattle in the grassy fields after their long trek over the Sierra Nevada mountain range, historic downtown Grass Valley, California has been the hub of this quaint community. But not until quartz gold was discovered one hundred and fifty years ago, did the gold industry blossom bringing hundreds of thousands of eager miners to the area from around the world. Nestled in the heart of the Sierra Nevada Foothills, Grass Valley, California is truly a postcard image. Bathed in a wondrous mix of cedar, pine, and an assortment of deciduous trees that burst forth a multitude of Fall colors as the cooler temperatures arrive, this circa 1800 Gold Rush era town offers a window into the past while providing the best the present has to offer.

THE POSITION

The Executive Director develops and implements programs and strategies approved by the Board of Directors, to meet quantifiable goals. The position reports to the Board of Directors and works closely with the Board, Executive Committee and standing committees to ensure that the organizational mission and vision are clearly defined and followed. The Executive Director is the chief operation officer for the GVDA and is responsible to make sure they remain fiscally sound. They have the power to transact everyday business for the association within established policy guidelines.

WHAT WE ARE LOOKING FOR

A successful candidate will be a dynamic self-starter, entrepreneurial and well organized. Highly developed interpersonal skills are a must as this position will work with the GVDA members, volunteers, the City of Grass Valley as well as other stake-holder members of the community. The ideal candidate will have experience in non-profit management and economic development.

The candidate will need to possess excellent marketing and event management skills, including familiarity with social media, website maintenance, Microsoft office and Adobe Suites. Must be a proficient writer and have experience with the media.

The Executive Director must be a competent manager and administrative professional. Demonstrated creative problem solving and project management skills are required. The candidate must have a high degree of professionalism, a great customer service ethic and high expectations for quality.

DUTIES MAY INCLUDE BUT ARE NOT LIMITED TO:

Assist the Board of Directors in their mission to expand the health and vibrancy of Downtown Grass Valley.

Cultivate and maintain effective relationships with the GVDA Board, business leaders and the media. Actively engage downtown businesses to gain maximum participation in GVDA activities.

Provide oversight and management for day-to-day operations including: marketing, special events and advocacy.

Create budgets, timelines, and volunteer coordination for special events.

Maintain a visible presence within the Business District.

Develop a work plan that focuses on all four points of the Main Street Approach.

Prepare an annual budget which is complete, attainable and consistent with the goals and objectives established by the Board. Assist in oversight of the organizations revenues and expenditures, ensure sound fiscal practices with the oversight of the Treasurer and Bookkeeper.

Develop funding sources and strategies (sponsorships, associate memberships, advertising opportunities and grant writing to expand revenue base.

Assist with all administrative needs of the GVDA.

QUALIFICATIONS

Experience in management and in community and public relations.

Event coordination and implementation.

Knowledge and experience in working in marketing and image development.

Must have experience in social media, website maintenance and the ability to use a variety of Microsoft Office and Adobe suites.

Business Improvement District experience a plus.

Proof of eligibility to work in the US required.

Valid Driver's license required.

Please email resumes to: gvda3@sbcglobal.net attention Executive Directory Recruitment or mail to GVDA PO Box 1986, Grass Valley, CA 95945

Applications must be received by April 15th 2017