



NOW HIRING: DIRECTOR

To ensure full consideration, please apply by August 15.

Applications will be reviewed on a rolling basis after that date until the position is filled.

The St. Cloud Downtown Alliance seeks an experienced and visionary leader for its director. This position offers an exciting opportunity to engage with community leaders, local businesses and property owners as well as city officials and department heads to help build a more lively and robust business, cultural and entertainment environment in downtown St. Cloud, MN for residents and visitors.

OVERVIEW

The purpose of the organization is to establish a welcoming residential, commercial, business owner and consumer environment for all, through efforts focused on occupancy, experience and safety. Primary work will be implemented through a committee structure emphasizing community development, business development and special events.

ROLE

The Alliance seeks a collaborative visionary and strong communicator to serve as its director. Under the guidance of the Board, the Director will serve as the catalyst for growth and engagement in building a strong and notable downtown.

As the primary face and voice of the organization, the Director will advance the Alliance vision and mission to strengthen Downtown St. Cloud and present it as the ultimate place for shopping, dining, entertainment and social connection. The Director is responsible for the overall management of the organization, providing strategic leadership and oversight of all aspects of the organization operations.

REPORTING RELATIONSHIP

The Director reports to the Alliance Chair and Board of Directors and is responsible for motivating, leading, and supporting additional staff, committee chairs and volunteers. The Alliance is fiscally hosted by the Greater St. Cloud Development Corporation (GSDC), which provides administrative and financial oversight in support of the Alliance's operations. Accordingly, the Director is employed through the GSDC but remains accountable to the Alliance Board Chair and Board of Directors.

KEY RESPONSIBILITIES

1. Oversees the development of a strategic plan and direction setting along with a team of volunteer committee chairs, the board of directors and professional staff

2. Presents an annual plan including goals, tactics, key measurements and a budget that supports the mission and vision of the Alliance
3. Builds and develops a team of volunteer committee chairs and ensures committees are appropriately resourced
4. Assures that committees and their work are fully aligned with the goals of the Alliance
5. Builds relationships with key community stakeholders
6. Serves, along with the board chair, as a liaison for key stakeholders, including, but not limited to, downtown property and business owners, the City of St. Cloud and its departments, the Greater St. Cloud Development Corporation, the St. Cloud Area Chamber of Commerce and Visit Greater St. Cloud
7. Provides strategic leadership and high-level support to the board of directors and executive committee
8. Grows revenue through membership, sponsorships, grant writing, events and sales
9. Works in partnership with the finance committee to ensure proper documentation and reporting of Alliance finances
10. Develops and executes an effective communication and marketing plan that reaches beyond the downtown footprint and enhances the Alliance's reputation and ability to effectively reach target audiences
11. Reviews and executes all Alliance RFPs and contracts on behalf of the board of directors

THE IDEAL CANDIDATE

The ideal Director is a visionary collaborator with strong communication skills who is able to motivate and inspire staff, volunteers and community stakeholders around the mission and vision of the Alliance. The Director will have financial and personnel management experience. Knowledge and passion for community development are highly valued. In addition, the ideal candidate will possess the following professional and personal abilities and attributes.

- **Visionary Leader:** one who possesses a strong and compelling vision for the future that builds on the success of the organization and can inspire others to pursue this shared vision. Additionally, a visionary leader can create a culture of innovation and creativity around Alliance work.
- **Collaborator:** one who is skilled at building and maintaining relationships both within the Alliance and with external stakeholders throughout the city and region. The individual is



empathetic and can listen actively, seeking to understand the perspectives of others. In addition, this person encourages and supports diversity of thought and is open to different ideas and approaches.

- **Strong Communicator:** one who can effectively convey a message to others in a clear, concise, and compelling way. The individual has the ability to inspire and motivate others through words and is able to build strong relationships and trust through communication.
- **Motivator:** one who can inspire and energize a team toward achieving their goals. A motivator sets clear goals and expectations and provides regular feedback and recognition to team members. The individual is skilled at identifying the strengths and weaknesses of team members and can create opportunities for them to grow and develop.

QUALIFICATIONS

EDUCATION

Undergraduate degree required in public administration, business/finance, public relations, communications, non-profit management or another related field. Advanced degree preferred.

EXPERIENCE

Financial, personnel management, non-profit leadership, event planning, fundraising

SPECIAL REQUIREMENTS

General understanding and passion for developing community through the creation of a growing and thriving downtown that is recognized by all of Minnesota for helping to attract and retain businesses, talent, community services and amenities.

COMPENSATION/BENEFITS

\$75-\$85,000 annual salary; the Alliance also offers a flexible, responsible vacation policy and professional development opportunities

HOW TO APPLY

Qualified candidates will provide a cover letter, resume and list of references that includes at least (2) professional references

FOR MORE INFORMATION

Please email Donella Westphal, Board Vice-Chair: info@downtownstcloudmn.com

Applications will be accepted until the position is filled.