ASHEVILLE, NORTH CAROLINA

Classification Specification

Downtown Development Specialist
Job Code: 8530
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to coordinate downtown development projects and initiatives.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Serves as liaison between the City and community regarding downtown projects and initiatives: participates in various related boards and committees; coordinates and schedules meetings; receives and responds to requests for information from board and committee members, downtown stakeholders, and the public; provides information and answers questions; solicits feedback and builds relationships with downtown stakeholders; coordinates across departments internally to ensure information is accurate and up-to-date; and coordinates related duties, such as annual retreat planning, appointment calendars and processes, etc.

Coordinates and manages City response to needs and issues downtown: receives questions and complaints regarding cleanliness, replacement of cigarette butt bins, management of construction closures, parking, and loading activities, etc. in the downtown area; coordinates with City departments to develop and implement solutions to problems and concerns; and coordinates and manages internal downtown issues task force.

Maintains comprehensive knowledge of downtown management practices and trends: researches best practices in downtown management; provides related information to City departments, as needed; coordinates related procedural and policy improvements; reads professional literature; maintains professional affiliations; and attends meetings, workshops, conferences, and training sessions as required.

Participates in the development and implementation of communications plans for downtown projects and initiatives: identifies communications strategies; writes press releases; develops and administers surveys; provides media interviews; updates and maintains related webpages; coordinates public meetings; and performs related communications duties, as assigned.

Provides recommendations regarding downtown development and management priorities to City departments: provides guidance and information regarding investment opportunities; and ensures downtown development complies with Downtown Master Plan.

Monitors downtown development and investment data: compiles and monitors residential, hotel, and commercial unit counts and City capital investments; and prepares and presents related reports.

Coordinates with community stakeholders to implement downtown improvements: meets with downtown organizations and stakeholders; identifies opportunities for collaboration; and manages downtown improvement projects, such as public art, holiday decorations, streetscape improvements, 68 Haywood Street Temporary uses, busking programs, special events, etc.

Communicates with supervisor, other City employees, appointed board and committee members, downtown businesses and stakeholders, the public, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, encroachment applications, design drawings, streetscape plans, parking utilization reports, travel requests, commission reports, staff reports, advisory reports, investment reports, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor's Degree in Urban Planning, Public Administration, or a related field required; supplemented by three years of experience in economic project development and management; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver's license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary

to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with and apply principles of persuasion and/or influence over others to coordinate programs or activities of a project, and resolve typical problems associated with the responsibilities of the job.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.