



Executive Director – Downtown Hattiesburg Association (DHA)

Work Objectives:

The Executive Director is responsible for the development, implementation, execution, and documentation of the Downtown Hattiesburg Association (DHA) program, guided by the DHA Board of Directors. The program adheres to Main Street America's "Four-Point" Approach, focusing on Economic Vitality, Design, Promotion, and Organization. This position also involves executing the strategic RoadMap as approved by the DHA Board, leading all program activities, volunteers, and representing the community regionally and nationally.

Primary Responsibilities:

Community Relations & Advocacy

- Build and maintain relationships with public agencies at local and state levels, advocating for downtown economic development and revitalization
- Represent DHA and the downtown community effectively at local, state, and national forums to advance economic development related to commercial districts.
- Serve as the lead for public partner and private sector investment requests
- Ensure membership outreach and the organization's value is communicated verbally and in written form with brochures, letters, and other forms where applicable

Program Development & Management

- Assist current and prospective downtown tenants or property owners with improvement projects, connecting them with design consultants and resources that align with downtown historic district codes and processes.
- Facilitate access to contractors, materials, and financial mechanisms for necessary improvements, ensuring adherence to city standards.
- Monitor downtown organizations and businesses, providing guidance on joint initiatives such as events, promotions, business recruitment, and downtown management best practices.
- Advise and collaborate with downtown merchant organizations and promotional retail committees to plan and enhance events, ensuring strong local media coverage and promoting a quality downtown image.

Data & Record Keeping

- Develop and maintain data systems to monitor program progress, including economic data, building files, photographic records, and job creation and business retention statistics.
- Maintain open office hours at the DHA office and welcome center, with remote work permitted outside those hours.



- Lead signature events and manage relevant contractual projects as directed by the DHA Board.

Resource & Financial Management

- Supervise employees, volunteers, and consultants, participating in personnel and project evaluations. Maintain DHA program records and provide reports to the DHA Board, state Main Street program, and National Main Street Center.
- Monitor the annual program budget, ensuring compliance with purchasing laws, budget allocations, and proper financial controls.
- Present a written report at each DHA Board meeting, aligning with the organization's adopted plan of work.
- Coordinate and report on the activities of the four Main Street committees to the Board.

Oversight & Reporting Structure

- Report to the DHA Board of Directors with the President and Executive Committee serving as the direct and regular contacts

Desired Qualifications:

- Bachelor's degree in marketing, communications, public relations, business administration, economic development, hospitality management, or a related field.
- Minimum of five (5) years of experience in organizational planning, marketing, and community development.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) and social media platforms, with knowledge of marketing trends and data analytics.
- Valid driver's license (or ability to obtain one) and ability to lift up to 30 pounds (chairs, tables, tents, etc.).

Conflicts of Interest, Public Perception & Confidentiality:

- The Executive Director must refrain from engaging in external business activities without prior DHA Board approval and may not use DHA resources or their position for personal gain.
- Confidential information acquired through DHA activities must not be disclosed without authorization.
- Maintain public awareness of DHA's perception and the impact of actions on the organization.

Compensation & Benefits:

This is a full-time, salaried position with an expectation of consistent office hours, with flexibility for evening and weekend meetings/events. Compensation is commensurate with



experience and qualifications. Benefits include professional development travel, health, dental, vision, and life insurance, as well as paid leave for vacation and sick time.

Application Process:

Interested candidates should submit a cover letter, resume, letters of recommendation, and any other relevant details in PDF format here: [DHA Executive Director Submission](#)

No candidate phone calls or emails please.

Timeline:

Applications will be accepted until Tuesday, December 31, 2024, at noon CST. Late applications will not be considered.

Interviews will be conducted in phases beginning January 6, 2025 with a position start date as soon as possible but no later than early February 2025.