

CLASS TITLE: ASSISTANT DIRECTOR, DOWNTOWN COORDINATING COUNCIL

PURPOSE OF THE CLASSIFICATION: Under general direction of the Executive Director, the Assistant Director is tasked with supporting strategic Downtown and organizational planning initiatives; developing and executing an annual programming and activation plan for Downtown's public realm; leading communications and outreach initiatives to increase the awareness of Downtown and its vision, programs, and services; and implement ideas that change the way people see and experience Downtown Tulsa. This position offers the opportunity to craft organizational strategy and build a new place management organization from the ground up and performs other related assigned duties.

ESSENTIAL TASKS:

- Works with the Executive Director to lead Downtown strategy and organizational planning initiatives
- Crafts organizational communication and outreach to increase awareness and support of Downtown Tulsa's vision, programs, and services
- Conceptualizes placebranding and placemaking initiatives that benefit all Downtown stakeholders and visitors
- Develops and executes an annual programming and activation plan for Downtown's public realm and spaces, and oversees various events, and creates and implements new programs that leverage and catalyze local entrepreneurs and businesses
- Develops and manages placemaking micro-grant program for implementable ideas that activate public spaces in Downtown Tulsa
- Leads and develops organizational and district-specific projects and programs
- Develops and cultivates volunteer programs of civic-minded individuals to make a visible impact in Downtown Tulsa
- Identifies, develops, and maintains relationships and partnerships with district constituents and community stakeholders
- Oversees branding, marketing, and outreach efforts, developing strategy for enhanced engagement through social media and online platforms
- Develops outreach collateral including design and content management
- Must report to work on a regular and timely basis

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

QUALIFICATIONS:

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in a field relevant to the essential tasks of this job description and five (5) years of progressively responsible experience in community development and/or organizing, place management, strategic planning, fundraising, budgeting, grant writing, major event planning, or related areas; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128. Master's degree and experience working with the City of Tulsa and other community entities is preferred.

Knowledge, Abilities and Skills:

- Considerable understanding and knowledge of the art and science of civic engagement, city building, economic development, transportation, and public space management
- Considerable understanding and knowledge of other successful downtown strategies, plans, or initiatives and the ability to transplant that knowledge to Tulsa
- Considerable knowledge of general operations and functions of local government services and ability to comprehend and interpret complex rules, regulations, and laws
- Demonstrated ability to work effectively with a broad range of people and positions, agencies and corporations
- Demonstrated ability to utilize the highest level of interpersonal skill in order to understand, motivate, and authentically engage with people at any level within or outside the organization;
- Ability to be flexible and adapt to changing priorities

Page 2 (continued from Assistant Director, Downtown Coordinating Council)

- Demonstrated ability to utilize project management skills to effectively plan and manage projects, programs, and budgets.
- Demonstrated ability to act as a thought leader in the area of urban place management
- Skilled in effective verbal and written communication
- Skilled in the use of computers and various software including word processing, spreadsheets, operating systems, and social media and digital engagement platforms, and the ability to learn various others.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting, carrying, pushing and pulling up to 30 pounds may be subject to walking, standing, sitting, reaching, balancing, bending, kneeling, handling, and twisting; and vision, speech, and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Driver's License.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting; and requires working on evenings and weekends and travel to various City locations.

Class Code: 1197

EEO Code: E-02

Pay Code: EX-44

Group: Clerical and Administrative Group

Series: Urban Development

Effective Date: September 9, 2019