

JOB POSITION – EXECUTIVE DIRECTOR

Spruce Grove City Centre Business Association

About Us

The City Centre Business Improvement Area (BIA) was formed on August 15, 2016 at the request of the locally zoned businesses and is comprised of 198 businesses and property owners located within the original core of Spruce Grove. The City Centre is a large area bounded by Calahoo Road to the west, Highway 16A to the south, Broxton School to the east, and an irregular shaped border to the north that runs along Church Avenue and extends down King Street on the Park commercial plaza.

The Business Improvement Area is administered by the City Centre Business Association through an elected Board of Directors drawn from businesses in the Area as well as representation from Spruce Grove City Council and the Spruce Grove & District Chamber of Commerce. The Board meets bi-monthly and has an Executive Committee which provides continuous oversight.

Our Mission

To develop, implement, facilitate and promote initiatives to revitalise and enhance the growth and development of Spruce Grove's City Centre as a destination for businesses, residents and visitors and to re-establish the area as the civic, cultural and social heart of the City.

Your Mission as Executive Director

Reporting to the Spruce Grove City Centre Business Association Board of Directors, as Executive Director, you will provide outstanding leadership in the delivery of our strategic plan and in the performance of your responsibilities and duties.

This will be a contract position for a one year term with excellent prospect for extension.

Responsibilities and Duties

The Executive Director of the Business Association provides administrative support, customer service and general assistance to the BIA. The responsibilities and duties include, but are not limited to:

- Membership Development and Community Engagement
- Liaise with local business owners and operators and property owners to engage, recruit, inform, and gather support for BIA initiatives;
- Liaise with City Administration on behalf of the Board of Directors;
- Prepare and distribute member newsletters and other forms of social media communications;
- Build awareness and support for revitalisation in the larger community, organise information and outreach sessions and create and disseminate promotional materials;
- Manage social media sites and website to ensure up-to-date content.

Events

- Oversee the planning and implementation of annual festivals, summer public markets and other special events that build awareness and support for city centre revitalisation;
- Build partnerships with other community groups in staging events;
- Recruit volunteers and generate sponsorship for events.

Administration

- Manage all aspects of the Business Association's administrative office, including bookkeeping;
- Hire staff and recruit volunteers as required;
- Schedule, co-ordinate and attend Board of Director meetings;
- Record and distribute meeting agendas and minutes;
- Maintain mailing lists;
- Help prepare and administer an annual Business Association budget and individual event budgets;
- Ensure that the reporting requirements are met for maintaining the Business Association in good standing.

Liaison with the Board of Directors

- Provide research and policy advice to the Board of Directors;
- Assist with the development of policies and procedures as required;
- Implement programs and policies as approved by the Board;
- Identify potential grants and other forms of fundraising that support Business Association activities and revitalisation.

Skills

- You have solid knowledge of operating a non-profit organization, including governance and working with a Board of Directors, financial management and office administration, revenue development including grant writing, HR operations, marketing and communications;
- You are creative, innovative, visionary and entrepreneurial; you will leverage resources and relationships to deliver the greatest programming impact for our membership;
- You are a marketing and communications powerhouse with strong public relations and communications skills capable of providing clear and effective messaging of the work of the Business Association;
- You are proficient with Word, Excel, Sage 50 Accounting, WordPress, Member Zone (or other web and blogging platforms), in client management systems such as Constant Contact and Survey Monkey, and in the use of Facebook, Twitter, Instagram and other forms of social media;
- Graphic design skills are an asset;
- You have knowledge of, and interest in issues affecting the City of Spruce Grove and surrounding area;
- You have experience working in, or running a business, an asset to understanding the needs of business members;

- You will possess knowledge of some specialised fields such as project management, public relations, marketing, hospitality, customer service, or business attraction and retention are a significant asset;
- You will have a valid Alberta Operator's Licence and be willing to work flexible hours.

Desirable Qualities

- Motivated self-starter requiring limited supervision
- Facilitator
- Consensus builder
- Flexible
- Team player
- Excellent verbal and written communication skills

Qualifications

- At least 2 years' experience working, preferably in the non-profit sector, in a program management capacity;
- Experience in community economic development, community programming, social enterprise or marketing, business and communications;
- College diploma or university degree is an asset, especially within the fields of planning, community economic development, urban geography, marketing, business administration, public relations, public policy, communications or non-profit management.

Compensation

- The position of Executive Director requires the ability to manage a flexible work schedule. In particular, longer hours will be required for managing events such as the Public Markets. At other times of the year, it will be possible to take reduced hours or time off in lieu.
- Over the course of a year, the contract is expected to average 30 hours per week.
- The compensation range for this position is \$40,000 to \$45,000. (approximately \$3,500 per month)
- This will be a contract position for a one year term with excellent prospect for extension.

Application

If you are interested in this position and meet the above criteria, please email your cover letter and resume to: **President, Spruce Grove City Centre Business Association**

info@sprucegrovecitycentre.org

NOTE:

- **Cover letters and resumes will only be accepted via electronic format.**
- **This position will remain open until a suitable candidate is found.**
- **Only applicants considered for an interview will be contacted.**