

**EXECUTIVE DIRECTOR**  
**SALINA DOWNTOWN INC. (SDI)**

Salina Downtown Inc (SDI) is seeking an energetic and visionary professional for its Executive Director position. Salina Downtown, Inc. is a 501(c)6 nonprofit organization that administers the programs and projects of the 32 block Downtown Business Improvement District #1. Its mission is: "To champion a healthy, vibrant downtown community."

The newly renovated downtown has benefitted from a \$140M investment beginning in 2018 to help create a vibrant and busy district that is the cultural hub of the city. Recent additions include a multi-sport athletic facility designed for tournaments, a family bowling and entertainment center, a 113 all-suite hotel, along with many new galleries, boutiques, stores, and restaurants. Cultural attractions in the district include the Smoky Hill Museum, Salina Community Theatre, The Stiefel Theatre for the Performing Arts, The Salina Art Center, and The Garage, a world-class car museum (opening 2022) and The Salina Kanvas Project, starting soon. As the official spokesperson for Salina Downtown, the Executive Director will interact and network with local and regional organizations, local government, and the Salina Area Chamber of Commerce, as well as downtown merchants, and property stakeholders, to ensure the downtown community is well-represented. This, in turn, will provide a strong atmosphere for local businesses to flourish and grow and for travelers and community members to visit and enjoy.

Sitting at the crossroads of I-135 and I-70 in central Kansas, Salina provides an excellent location to draw events and travelers from across the state and Midwest region. With the recent redevelopment of the downtown district, the Executive Director will have the opportunity to oversee the creation and implementation of projects and events that will play an integral role in enhancing Salina Downtown as a destination for travelers as well as a center of activity for area residents.

**The Executive Director is responsible for:**

- ***Destination Marketing:***  
Creating a plan and/or office structure to support SDI's mission through marketing.
- Developing and coordinating cross-marketing opportunities with downtown's anchors and other area businesses
- Implement a social media marketing strategy to drive foot traffic and assist with developing an understanding of social media marketing for Salina Downtown
- Helping strengthen downtown's identity by creating an attractive and inviting atmosphere
- Developing and maintaining professional relationships with regional media

- Staying highly visible within the community
- Accountable for presenting dynamic, relevant content on social media and website

***Business Support and Recruitment:***

- Marketing and support services to promote existing businesses and identifying and recruiting new enterprises
- Build, develop and maintain professional relationships with property owners, businesses and city staff, area Chamber of Commerce, and other organizations vital to the success of downtown
- Understanding local real estate, finance and business development resources

***Communications and Advocacy:***

- Serving as a highly visible, professional spokesperson for SDI and membership
- Providing regular communications to ratepayers and downtown stakeholder through personal visits, newsletters, e-mail, and other forms of communication
- Lobbying and advocacy on behalf of SDI

***Administration:***

- Facilitating monthly meetings of the board and executive committee
- Supervising office staff and ensuring the efficient use of SDI assets
- Responsible for interviewing, hiring, training, and scheduling employee(s)
- Budgeting and maintaining accurate financial records
- Researching, writing, and administering grants
- Providing support to volunteer SDI committees as needed
- Fulfilling various report requirements of the City of Salina, State of Kansas, federal government, BID and SDI Board of Directors

**The Executive Director of SDI will have:**

- Bachelor's degree from four - year college or university, three or more years in related experience and/or equivalent combination of education and experience
- Excellent written and oral communication skills, including:
  - Ability to research, author, and administer grants
  - Write reports
  - Speak in groups
  - Provide professional representation for SDI and membership
- Comprehensive computer experience including:
  - Database management
  - Quickbooks
  - Website management
  - Social media marketing
  - Microsoft office

- Strong organizational skills and ability to prioritize and meet deadlines
- Strong, proven leadership skill and ability to maintain professional relationships
- Ability to interact with a broad range of personalities, ages, and backgrounds

Salary commensurate with skills and experience. Apply by letter, resume, and references to SDI Search Committee, PO Box 1065, Salina KS 67402-1065  
Application period closes June 20, 2021. Salina Downtown, Inc. is an Equal Opportunity Employer