

River District Association Danville, VA

Leadership Profile: Executive Director

The River District Association is seeking a passionate, strategic and experienced non-profit professional to serve as the full-time Executive Director, who will continue to position the organization as a leader in the region.

The Organization

Vision: Danville's River District will be a vibrant place to live, work and visit for the diverse population of Danville and the greater Dan River Region.

Mission: The River District Association seeks to ensure the long-term viability of Danville's River District as a center of business and civic life, and a source of community pride.



The River District Association (RDA) is an independent 501(c)(3) corporation established in 1999 to promote the businesses, attractions and history of Danville's downtown community, which is now enthusiastically called the *River District*. RDA believes that a thriving downtown is critical to enhancing the quality of life and the economic well-being of Danville and the surrounding

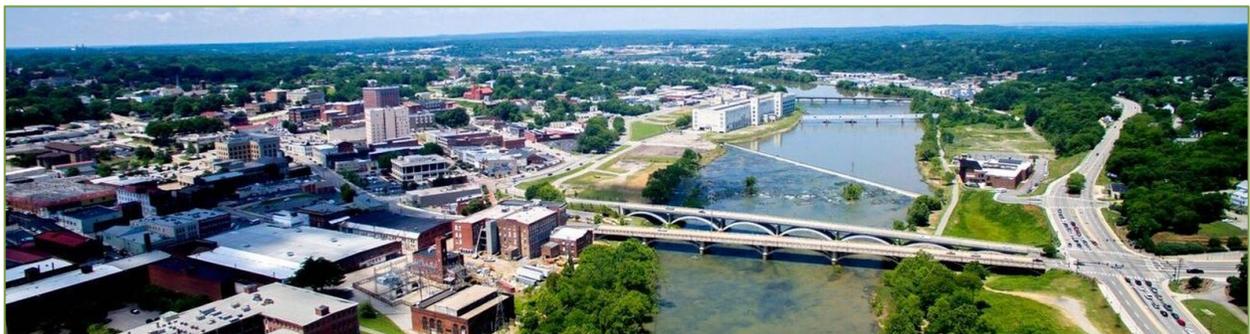
region. To that end, the RDA staff and Board of Directors serve to make Danville's River District a model for excellence in downtown revitalization.

To support this work, RDA works closely with the City of Danville to maintain accreditation with the Virginia Main Street and National Main Street Center Programs, which are recognized nationally as the most successful formula for downtown revitalization. RDA is committed to the Main Street Four-Point Approach™ of organization, promotion, design and economic restructuring to develop transformation strategies that contribute to River District revitalization and increase demand for River District products and services.

RDA also has adopted Main Street America's Guiding Principles for best practices, which set the Main Street methodology apart from other redevelopment strategies. To these eight principles, RDA adds inclusivity, recognizing that the work should benefit *all* residents, employees and visitors to the River District. To learn more about RDA, visit www.RiverDistrictAssociation.com.

The Location

Once a tobacco and textile town, Danville is situated on the banks of the Dan River in south-central Virginia along the North Carolina border. The city is only an hour from Greensboro and Raleigh-Durham (NC) and Lynchburg (VA), and an hour and a half from Roanoke (VA). Danville offers the rare combination of small-town charm and big city offerings, boasting historical landmarks, recreational opportunities and beautiful rolling countryside. The re-imagined River District is the heart of Danville, with specialty shops, restaurants, entertainment, history and modern lofts. In the past several years, there has been over \$200 million dollars of combined public and private investment in the River District. In addition, the Dan River Region serves as an example for regional collaboration in the Commonwealth of Virginia. In 2017, out of 100 small cities across the country, [moveBuddha](http://moveBuddha.com) ranked Danville as the third most popular small city to relocate. For more information about Danville, visit www.Danville-VA.gov or www.ChooseDanRiverRegion.com.



The Relationships

The Executive Director of RDA will:

Report to	River District Association Board of Directors (RDA's bylaws provide for a minimum of nine directors and maximum of 18)
Manage a staff of one	Events and Communications Director
Serve directly	River District business owners, property owners, residents and visitors
Foster community relationships with	<ul style="list-style-type: none"> • City of Danville staff and elected officials • Regional stakeholders with interests that align with RDA's mission • Local, state and national funders and investors • State and national Main Street colleagues

The Candidate

Education: Bachelor's degree required. Master's degree preferred. Certifications related to community and/or economic development preferred.

Compensation: Salary will be competitive and commensurate with experience and qualifications.

The Board of Directors seeks to hire:

- A leader who can serve as the face of the organization and a liaison between RDA and the community, funders, civic organizations, legislative bodies, government agencies and other key stakeholders
- A professional with experience in long-term organizational sustainability, including funding, grant writing and management and diversified funding streams
- A communicator who can promote a positive organizational and personal image with a clear message; be available to the public and media; and maintain effective contact with key RDA partners
- An innovator who can develop and implement strategies to promote River District businesses, services, attractions and history
- An advocate who can implement and market all Main Street initiatives, including but not limited to promotions and event production, business retention and promotion, entrepreneurial ecosystem development and downtown planning and design
- A collaborator who can effectively partner with other individuals and organizations to create solutions

- An influencer who can develop and oversee fundraising strategies and implementation
- A mindful steward of resources who can manage RDA's finances and grants; and develop risk management strategies
- A visionary who can work with the Board of Directors to develop, implement, assess and communicate strategic plans, including short-, medium- and long-range goals, to ensure that community and organizational needs are being met
- A culturally-attuned learner who can stay abreast of downtown development needs and shifts; and recommend and implement modifications to meet changing needs
- An inspiring connector who can recruit, train and retain community partners, volunteers, committee members and board members
- An executive who supports the professional development of other staff, committee members, board members and volunteers

The Board of Directors will hire an Executive Director who possesses the following qualifications:

- Knowledge of and/or prior working experience with downtown revitalization, redevelopment, entrepreneurship, development of revenue streams and marketing
- Effective communication and collaboration with businesses, nonprofit organizations, local government and state agencies
- Excellent public speaking, presentation and writing skills to include grant writing and reporting
- Exemplary organizational, problem-solving and attention management skills
- Strong interpersonal skills and the ability to work well with a variety of individuals

Interested applicants must email a cover letter, résumé, list of references and salary requirements to info@riverdistrictassociation.com. Incomplete applications *will not* be considered. Scanning all requested information into one file is highly recommended.

Position closing anticipated June 5, 2019.

Applications will be reviewed as received. No phone calls, please.

The River District Association is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the River District Association will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Qualified persons are considered for employment without regard to race, color, sex, sexual orientation, national origin, age, genetic information, political affiliation, or disability. RDA is a drug-free workplace.