



Operations Director Downtown Helena Inc.

Downtown Helena Inc. (“DHI”) seeks a full-time Operations Director to implement marketing and events in Downtown Helena.

Title:	Operations Director
Reports To:	DHI Board of Directors
Position:	Regular, full time
FLSA Status:	Exempt
Salary:	\$40,000 - \$48,000
Benefits:	Health, retirement, downtown parking pass, phone stipend

Job Description:

The Operations Director will be principally responsible for the marketing and production of DHI events in the Downtown district. The position’s division of responsibility likely will be 75% to events, with a budget mostly coming from sponsorships, and 25% marketing and membership with budget coming from business memberships. The Operations Director will partner with the BID’s Executive Director through a Contract for Services and Memorandum of Understanding between DHI and the BID.

Essential Roles & Responsibilities

- Implementation of marketing effort, including advertising contracts, in kind and donated advertising, posters, brochures, public appearances, and electronic media
- Active recruitment of members, to include contacting new businesses, renewals of existing members, and preparation of membership packets
- Plan and coordinate an annual retreat, events, and committee meetings
- Directly assumes all human resource duties related to seasonal event staff and volunteers
- Manages the annual Downtown Helena calendar
- Prepares and distributes an Annual Report to publicize the accomplishments of DHI
- Develop and maintain an accurate database of businesses and build relationships
- Maintain Downtown Nuggets program through sales & exchanges
- Provide board planning and support, to include agendas, meeting notices, and reports as requested
- Shared responsibility for keeping the website and social media networks updated and current
- Serve as the primary contact for all community and media relations pertaining to events

Educational Requirements:

A 4-year degree in business, marketing, or related field or equivalent experience in related fields. Non-profit work experience preferred. Proven skills in communication, program operation, event execution, and fundraising.

Skills and Qualifications

- Ability to communicate effectively, both orally and in writing
- Ability to effectively organize and manage time
- Ability to establish and maintain effective working relationships with co-workers, members, community groups, and the public
- Knowledge of Microsoft Office
- Capability to maintain Web site with regular updates

- Layout and design skills for weekly eblasts and brochure development
- Understanding of social media as promotional tool
- Ability to travel occasionally when required for job functions and training
- Ability to ask for funding support
- Strong marketing skills in media placement, design, and promotion
- Strong salesmanship skills
- Demonstrated skills in problem solving and diffusing conflicts
- Experience with professional organization administration and human resource management
- Basic financial understanding (P&L and budget)
- Website (WordPress) experience desired

Working Conditions

- Some weekend, evening and early morning time required. At times, this may be extensive
- Physical demands include standing, sitting, balancing, stooping, crouching, reaching, handling, lifting, carrying, pushing, and pulling
- Will need to be able to work in inclement weather when required
- Must have or attain a current Montana Driver's License
- DHI is an Equal Opportunity Employer

How to apply and Deadline:

Position is open until filled; first review of candidates will be the week of May 1, 2022. Qualified candidates should send a resume, cover letter, and three professional references via email to: mzurcher@helenabid.com. Please type "Operations Director" in the subject line of the email.

Mission Statement

Downtown Helena Inc.'s mission is to promote and publicize Downtown Helena in our community; encourage and develop a spirit of cooperation among members; establish and develop cooperative advertising and promotional campaigns activities; foster favorable public relations for Downtown Helena in various communities, organizations and agencies in the area served by Downtown Helena.