

City of Rockmart Downtown Development Director

Job Title: Downtown Development Director, City of Rockmart, Downtown Development Department

Location: Rockmart, Georgia (Downtown District)

Reports to: City Manager

The Downtown Development Director is responsible for planning, coordinating, and executing a comprehensive revitalization program for the Historic Business District, often utilizing historic preservation as a foundation for economic growth. This role involves a blend of administration, planning, marketing, public relations, and serves as the primary liaison between the local government, businesses, property owners, and community organizations. This position maintains continual dialogue with the City Manager and works in close cooperation with that office and other members of the city administrative staff. This is a full-time, salaried position devoted exclusively to the management and revitalization of Rockmart's historic downtown. The position often requires a flexible schedule, including working evenings and weekends for meetings and events. The Director is the primary point of contact for downtown stakeholders and a passionate advocate for the historic city center of Rockmart.

Key Responsibilities

- **Strategic Planning and Implementation:** Develop and implement long and short-range master plans for downtown development in conjunction with the City officials and Downtown Development Authority Board (DDA). This involves creating annual work plans focusing on the four-point approach of the National Main Street Program, Design, Promotion, Organization, and Economic Vitality.
- **Economic Development and Business Support:** Develop strategies to attract new businesses and help retain existing ones, which may involve maintaining an inventory of available properties, assisting with business plan development, and administering grant or loan programs.
- **Physical Improvements and Preservation:** Advise property owners on physical improvements, new construction, and rehabilitation projects, ensuring compliance with design guidelines and historic preservation principles.
- **Community and Public Relations:** Serve as the main point of contact for the media and the public, planning educational programs and promotional events to enhance the downtown's image and foster community appreciation.
- **Administration and Finance:** Manage all administrative aspects of the program, including developing and monitoring the annual budget, overseeing expenditures, and preparing reports for funding agencies and local/state programs. Plans agendas for and attends all DDA Board meetings. Attends all DDA committee meetings and other community meetings related to the DDA's mission.
- **Stakeholder Coordination:** Build and maintain strong working relationships with various public and private agencies, including the Chamber of Commerce, Tourism agencies, local government departments, state/federal agencies, and volunteer committees.
- **Resource and Data Management**
 - The Director supervises any necessary temporary or permanent employees, as well as professional consultants and participates in personnel and project evaluations.
 - Maintain local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street program and the National Main Street Center.

- Tracks program progress and success through data systems, including economic monitoring, building files, photographic documentation of changes, and information on job creation and business retention.

Qualifications and Skills

- Education: A bachelor's degree in a relevant field such as business administration, public administration, urban planning, economic development, historic preservation, or marketing is typically required.
- Experience: Relevant experience, often a minimum of 3-5 years, in a leadership or management role, preferably in downtown management, economic development, or historic preservation.
- Knowledge: Familiarity with the operations of a Downtown Development Authority or similar economic development entity. Knowledge of Georgia's downtown development tools and programs, reporting requirements, and development incentive programs. Working knowledge of small business needs, real estate development basics, and community marketing.
- Skills:
 - Strong oral and written communication skills, including public speaking and presentation abilities. Ability to build consensus and facilitate collaboration among diverse stakeholders.
 - Leadership, organizational, and project management skills. Time Management and organization skills are critical, as the Director must prioritize tasks effectively to meet deadlines.
 - Ability to work effectively in a self-directed environment and manage multiple priorities.
 - Knowledge of budgeting, grant writing, and relevant laws/ordinances governing development and historic preservation.
 - Proficiency in computer skills, including Microsoft Office Suite and social media platforms.

Additional Requirements:

- Valid Georgia driver's license and access to reliable transportation for local and regional travel.
- Applicants are subject to a background check.
- Ability to work flexible hours, including some evenings and weekends for meetings or urgent downtown matters. The Director is required to be on-site before, during and after scheduled events.
- Physical ability to assist with events and other hands-on tasks as needed. The role may involve being outdoors in various weather conditions.
- Passion for community development: A genuine enthusiasm for helping a small downtown prosper, preserving historic character and engaging the community will greatly benefit the person in this role.

Compensation: Salary to be commensurate with experience and qualifications.

Application Process: Interested candidates should submit a resume, cover letter, and three (3) professional references. In a cover letter, please describe your experience with downtown development or community revitalization and highlight a particular accomplishment relevant to this position. Applications are due by Monday, January 5, 2026 by 5:00 pm. Submit via email to jedwards@rockmart-ga.gov. The City of Rockmart is an equal opportunity employer. Join us in our mission to promote and enhance Rockmart's historic downtown, the heart of our community!