

# CANMORE DOWNTOWN BUSINESS ASSOCIATION

## ***Director's job description***

### ***Operational Planning and Leadership***

- *Participate with the board of directors in developing a vision and strategic plan to guide the organization*
- *Oversee the day to day operations of the organization*
- *Develop an operational plan which incorporates goals and objectives that work towards the strategic direction of the organization*

### ***Internal Communications***

- *Report to the board of directors regularly and immediately on critical issues*
- *Provide a monthly report on activities at the board of director meetings*

### ***External Communications***

- *Along with the chairman of the Board of Directors act as a spokesperson for the organization*
- *Represent the organization at community activities to enhance the organizations community profile*
- *Encourage design excellence in all aspects of promotion in order to advance an image of quality for the organization*
- *Communicate with members and stakeholders to keep them apprised of the work of the organization*
- *Develop and foster good working relationships with politicians, TCK, Bowda, and other organizations to help achieve the goals of the organization*
- *Represent the organization at all required municipal meetings including town council meetings*
- *Lobby and communicate the interests of the association to all levels of government*
- *Promote and encourage committee development and volunteerism.*
- *Ensure the goals and directives of the committees are satisfied and completed in a responsible manner*
- *Work closely with local media to ensure maximum coverage of promotional activities*

### ***Financial Planning and accounting***

- *Work with the board to prepare a comprehensive budget*
- *Responsible for the Maintenance all of the organizations financial records and monitoring of the annual budget. Additionally, the director maintains all program records and reports, establishes technical resource files and prepares regular reports to the board.*
- *Develop and implement secondary funding to sustain the programs of the organization including but not limited to:*
  - *Grants*
  - *Sponsorships*
- *Identify applicable grants for the organization, write grant applications and complete all reporting requirements*
- *Administer the funds of the organization according to the approved budget and monitor the monthly cash flow of the organization*
- *Ensure the organization complies with all legislation covering taxation and withholding payments*

### ***Other***

- *With direction from the Marketing committee, develop and implement a marketing plan. Coordinate joint promotional events such as seasonal festivals or cooperative retail promotional events in order to improve their quality and success.*
- *Oversee the planning, implementation, and evaluation of the organizations programs and services including but not limited to:*
  - *Regular newsletters to members*
  - *Seasonal newsletters to the community*
  - *All events sponsored/supported partly or solely by the BRZ*