

THE COMMUNITY

One of Northern California's premier residential and business communities, Pleasanton is well regarded as an attractive and friendly city with a strong heritage, active and involved residents, a wide variety of services, well planned business areas, a historic downtown and well-cared for homes in family oriented neighborhoods.

THE ORGANIZATION

The Pleasanton Downtown Association is a group of dedicated individuals, business and property owners who believe in developing a strong downtown district through planning and marketing, and by offering community events and activities in the downtown area.

The organization was created by the Pleasanton City Council in January 1984 and follows the California State Legislature enacted "Parking and Business Improvement Area Law" known as SB 142. The 500+ member PDA functions as an assessment district with its operating capital generated through direct and associate member participation, sponsorships, city revenue, volunteer donations and revenue-producing events. The PDA is governed by a 13-member Board of Directors dedicated to the goals and structure of the National and California Main Street Programs.

The PDA is committed to the economic and cultural vitality of the downtown and to creating new and innovative programs that enhance downtown Pleasanton as a regional destination for visitors.

COMPENSATION AND BENEFITS

**\$60,000 to \$65,000 Annual Salary
(Depending on Qualifications)
Health Savings Plan
Non-matching 401K Plan
Paid Vacation**

THE SELECTION PROCESS

The qualifications of each applicant, as set forth in submitted resumes, will be reviewed. The most qualified candidates will be invited to participate in an oral examination process, which may include certain practical and written exercises intended to assess the candidate's ability to perform certain duties of the position.

TO BE CONSIDERED

If you are interested in this outstanding career opportunity, please submit a resume to the **Human Resources Department, City of Pleasanton, 123 Main Street, P.O. Box 520, Pleasanton, CA 94566.** Resumes will be accepted until 5:00 p.m. on Friday, March 5, 2010. Postmarks and faxes will not be accepted.

All aspects of employment shall be without regard to sex, disability, race, political affiliation, religious creed, natural origin, or age. Reasonable accommodations will be made for disabled applicants. Please advise the Human Resources Office, in advance, of any special needs.



Announces
**EMPLOYMENT
OPPORTUNITY FOR
Executive
Director**

FULL-TIME POSITION
\$60,000 to \$65,000 Annual Salary
(Depending on Qualifications)

Closing Date: Friday, March 5, 2010

www.pleasantondowntown.net

THE POSITION

Appointed by the Board of Directors, the Executive Director is responsible for efficient and effective management of the Pleasanton Downtown Association (PDA) in accordance with the directives and policies established by the Board. The Executive Director manages the day-to-day activities of the PDA and maintains effective communications with all parties concerning the business of the PDA.

The Executive Director:

- Advises the board on the affairs of the downtown business community.
- Addresses the concerns and comments of PDA members.
- Ensures the development and administration of programs to meet PDA goals and objectives.
- Coordinates and oversees the Design, Promotions and Marketing, Executive, Downtown Vitality Committees, various subcommittees and activities including both private and public sector organizations.
- Coordinates the preparation of the PDA budget and appropriate financial reports to federal, state and local agencies and the PDA board.
- Recommends actions and programs to the Board to maintain a stable financial position.
- Coordinates publications, promotional materials and website.
- Attends public, city council, commission and community meetings

serving as the PDA spokesperson as needed.

- Works to prepare the foundation for successfully incorporating mixed use and entertainment in the downtown district.
- Partners with the City to attract new business downtown.
- Supervises and manages the office staff.

2010 PDA Events Calendar

Truffles, Tidbits and Tastings
February 4

Spring Fling
May

First Wednesday Street Parties
May 5
June 2
July 7
August 4
September 1

Antiques & Collectibles Street Faire
May 30
October 10

Friday Concerts in the Park
June 4 - September 3

Summer Wine Stroll
July 15

Fall Fest
October

Magical Holiday Evening
November 19

THE IDEAL CANDIDATE

A successful Executive Director will be someone who is self-motivated, an effective communicator, proactive on issues and works efficiently with little direction. The PDA is seeking a visionary Director with networking skills, experienced in marketing and promotions and a sincere interest in Pleasanton.

The ideal candidate will possess:

- A thorough knowledge of organizational management and contemporary issues affecting downtowns.
- General management skills including goal setting, planning, staffing, decision making, creative problem solving, strong public relations, budget preparation and administration.
- The ability to contribute to the vision of the organization.
- Excellent follow-through.
- The ability to be analytical in judgment.
- Strong oral and written communication skills.
- A four-year degree is desirable or substantial experience in nonprofit management can be substituted in lieu of degree.

The Executive Director will be a true “working manager,” doing most of his or her own analysis and writing. He or she will be willing to do whatever it takes to make events and programs successful.