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DIRECTOR, ART AND ACTIVATION

ABOUT ATLANTA DOWNTOWN

Central Atlanta Progress, Inc. (C-A-P) is a private, not-for-profit corporation organized under section 501(c)(4) of the U.S. Internal Revenue Code. Governed by a Board of Directors of Atlanta's business leaders who are dues-paying members of the corporation, CAP is a community development organization that provides leadership, programs, and services to preserve and strengthen the economic vitality and quality of life of Downtown Atlanta.

The Atlanta Downtown Improvement District Inc. (A-D-I-D) founded in 1995 by CAP, is a not-for-profit corporation organized under section 501(c)(3) of the U.S. Internal Revenue Code. ADID is funded through a community improvement district within which private property owners pay special assessments and is governed by a Board of Directors of nine private- and public-sector leaders. ADID strives to create a clean, safe, hospitable, and vibrant environment for Downtown Atlanta.

Working side by side as "Atlanta Downtown" or ATL DTN – CAP and ADID - endeavor to continually grow the economic prosperity, elevate the quality of life and improve the image of Downtown Atlanta for businesses and the broader community.

POSITION BACKGROUND

This new role to ATL DTN is intended to further integrate the organization's investment in initiatives that support the artistic enhancement and creative activation of Downtown Atlanta's public realm. Inspired by the [Downtown Atlanta Master Plan](#) vision and informed by its strategic recommendations, a Placemaking Program has been launched and is working alongside Arts & Entertainment (A&E) Atlanta now in its fifth year of maturation. Together, these efforts are mutually beneficial and collectively contribute to the culture of ATL DTN and the vibrancy and growth of Downtown Atlanta.

Arts & Entertainment (A&E) Atlanta leverages new outdoor media to fund cultural programming and public art in the center city. The program is managed by the Atlanta Downtown Improvement District (ADID) and self-funds its management and programming through revenue-sharing agreements with media companies within the A&E District. A&E programs and activations celebrate Atlanta's creative community by showcasing their work in a way that brings Atlanta's diverse and thriving music, art, and sports culture to the unique spaces of Downtown. Learn more about A&E Atlanta at <https://aeatlanta.com/>

The Placemaking Program aims to initiate and produce anticipated, and well-managed programming that cultivates a sense of wonder, excitement, and whimsy and invites people to connect, explore, and linger in Downtown. Placemaking programs are intended to authentically reflect Atlanta's vibrancy, diversity, and creativity while activating Downtown parks and public spaces. Placemaking activations are funded by a combination of A&E revenue, partner collaborations, and sponsorships.

ESSENTIAL FUNCTIONS & KEY RESPONSIBILITIES

Reporting to the Chief Operating Officer, the Director will perform the following essential functions including, but not limited to:

Administration and Operations

- Successfully execute the A&E Atlanta and Placemaking programs to achieve organizational goals efficiently and effectively.
- Execute strategic planning for the programs including establishing measurable objectives, developing annual budgets, and resource planning (staff and contracts).
- With the support of the ATL DTN leadership and finance team, help maintain financial records, provide financial oversight, and ensure accurate reporting.
- Manage agreements/contracts for professional services, including artists contracts and direct recipient grants.
- Manage A&E District media company and property owner legal agreements with support from outside counsel to ensure compliance by all parties, and with adopted District regulations and guidelines.

Governance and Engagement.

- Work collaboratively with all Downtown stakeholders, including property owners, businesses, residents, students, and government and nonprofit partners among others in community involvement processes related to all program initiatives and projects.
- Foster relationships with the local and regional arts and cultural community (organizations, advocates, funders, etc.) to engender program collaboration and partnerships.
- Manage formal stakeholder engagement processes, notably the A&E Atlanta Advisory Council that provides input into the District operations.
- Ensure required program reporting to the ADID Board of Directors and the City of Atlanta.

Programming and Activation

- Guide the preparation and execution of annual and multi-year arts and culture driven programming plans to continually improve the urban environment through consistent and thoughtful activation. This will include the continuation of some existing endeavors as well as the growth and expansion of new projects, initiatives, and strategies.
- Lead staff and consultant teams to effectively and efficiently execute all programs from start to finish.
- With the support of ATL DTN colleagues, ensure programs are appropriately communicated and marketed to improve participation and awareness in service to program goals.

- Organize efforts to secure strategic partnerships and sponsorships to support programming.
- Support the creation, expansion, and production of third-party events and programs to occur within Downtown Atlanta by fostering community relationships and coordinating and organizing the ATL DTN's team engagement.

Leadership and Collaboration

- Act as an art and culture resource through assisting, supporting and advising the ATL DTN team and its stakeholders on relevant projects.
- Collaborate with ATL DTN operations, marketing, economic development, planning, and capital projects teams to support related projects and initiatives.
- Provide supervision and support for a team of professionals – currently three managers and coordinators.

Other duties that may be assigned and are related to the administration and execution of the A&E Atlanta and Placemaking programs.

QUALIFICATIONS DESIRED

This position requires a combination of skills, knowledge, and experience including, but not limited to the following.

- A bachelor's degree in art, design, public administration, or a related field, an advanced degree is preferred.
- A minimum of 10 years paid, related work background in a professional setting.
- Understanding and appreciation of Atlanta Downtown's mission and genuine enthusiasm for fostering vibrant Downtowns that are diverse, inclusive, and accessible.
- Ability to work at a small non-profit organization and with diverse community of stakeholders, including business owners, managers, property owners, and community members.
- Demonstrated knowledge of the fundamentals of community development, urbanism, and placemaking including an understanding of the physical, political, economic, spatial and psychological context of urban places and the people who use them.
- Equally important is cultural competency and the ability to identify and harness creativity and imagination to inform new and innovative initiatives.
- Detail-oriented self-starter and quick learner with exceptional organizational skills and a demonstrable track record of leadership to achieve organizational goals.
- Creativity and strong problem-solving and negotiation skills are essential.

- Strong decision maker and ability to manage competing and changing priorities among multiple simultaneous projects involving cross-functional project teams within budgetary and schedule constraints.
- The candidate must possess maturity and be comfortable meeting and establishing relationships with high-level executives and government officials, speaking to large audiences, and dealing with the general public particularly regarding contentious topics.
- Superior people management skills: ability to influence and engage direct and indirect reports and peers, as well as experience in building, mentoring, and coaching a team of specialists.
- Energetic and flexible team leader who can positively and productively impact both strategic and tactical initiatives.
- Exceptional written and verbal communication skills.
- Proficient computer skills in a networked Microsoft Office environment (word processing, spreadsheets, databases, email and internet software) and essential. Graphic software programs (InDesign, Photoshop, GIS, AutoCAD, etc.) skills are desired.

COMPENSATION

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation, or national origin.

CAP offers a competitive benefits package including health insurance, dental insurance, short-term disability, and a 401(k) savings program. The salary range for this role will be commensurate with experience and skills and is expected to be between \$90,000 and \$100,000 per annum.

This is a full-time, 40-hours per week, on-site in-person exempt position.

Full COVID-19 vaccination is required.

APPLICANT INSTRUCTIONS

Interested applicants should e-mail their letter of interest and a resume to Human hr@atlantadowntown.com. Only those applicants deemed qualified will be contacted. No phone calls, please.