

# DOWNTOWN DEVELOPMENT DISTRICT

The logo for the Downtown Development District of New Orleans. It features the text "NEW ORLEANS" in white, uppercase letters on a dark background. To the right of the text is a stylized graphic consisting of three overlapping semi-circles in shades of orange, green, and blue.

## Job Description

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### TITLE:

Director of Public Policy & External Affairs

### REPORTS TO:

President & CEO

### DIRECT REPORTS:

### REVISED:

November 17, 2023

## SUMMARY OF RESPONSIBILITIES:

Responsibilities fall into four categories:

- **Intergovernmental Relations:**

- Build strong working relationships between the DDD, the Mayor's Office, the City Council, state legislators, federal legislators, and other policymakers.
- Coordinate legislative regional priorities in coordination with the New Orleans Business Alliance, New Orleans Chamber of Commerce, New Orleans Black Chamber of Commerce, Greater New Orleans, Inc., New Orleans & Co., and more.
- Manage all legislative affairs.
- Develop and communicate the DDD's legislative and policy agendas in coordination with internal DDD departments, Board of Commissioners, and partner organizations.
- Educate local, state, and federal officials about Downtown New Orleans issues and solutions to address them.

- **Policy and Research:**

- Analyze public policy proposals and approaches; report on their expected impact on Downtown.
- Work with the President & CEO to craft policy recommendations for introduction to the DDD Board of Commissioners or other governing bodies.
- Work with colleagues to research best practices in Downtown development and place management.

- **External Affairs:**

- Build strong working partnerships with stakeholders that elevate DDD's thought leadership in place management, community development, and economic development.
- Act as spokesperson in absence of President/CEO upon assignment.
- Assist the President and Board in developing strategies to accomplish the DDD mission and ensure adherence to the strategies in all DDD activities.

- **Fundraising & Grants Management:**

- Lead role in identifying and pursuing funding opportunities from public, private, and philanthropic resources to diversify DDD's revenue.
- Prepare grant applications in coordination with DDD internal departments.

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**QUALIFICATION STANDARDS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

**Education**

Bachelor or higher degree in Public Policy, Public Administration, Law, Communications, Public Relations, Business, or a related field.

At the discretion of the President/CEO, experience may be substituted for education.

**Experience**

The successful candidate will have demonstrated success in and/or possess the following skills:

Passion for urban living and the desire to curate an equitable community for all.

A minimum of seven years professional experience in intergovernmental relations, public affairs, public relations, or public policy or related experience, preferably in New Orleans or Louisiana.

Extensive knowledge of government relations, public relations, strategy development, and coalition building related to urban affairs.

Ability to develop mutually beneficial partnerships with Downtown stakeholders, city, state, and federal policymakers, agencies, businesses, and individuals.

High standards of personal and professional integrity, trustworthiness, and maturity.

Outstanding interpersonal skills and ability to cross-collaborate with various stakeholders.

Exceptional speaking and presentation skills.

Excellent writing and editing skills. Technical writing sample will be requested prior to interview.

Proven analytical skills to evaluate complex policy issues.

Proactive, creative problem solver with an ability to multi-task and effectively address competing priorities, to meet internal and external deadlines.

Demonstrated ability to work independently and still collaborate and function as a member of a highly motivated and collegial team.

**JOB DESCRIPTION (Continued)****POSITION TITLE:** Director of Public Policy and External Affairs**PAGE 3****ESSENTIAL DUTIES**

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

Create and manage systems to research, monitor, analyze, and track key policy issues including but not limited to economic development, workforce development, public safety, homelessness, mental health, and more.

Work with the President, DDD staff, Board of Commissioners to craft and execute the DDD's annual public policy and legislative agendas.

Develop, write, and edit information in collaboration with internal stakeholders for policy communication activities. These include briefing memos, presentations, talking points, intelligence briefs, technical reports, thought leadership events, legislative comments & testimony, and social media content.

Develop and implement a stakeholder engagement strategy that includes a needs and assets assessment and coalition-building. Organize and lead policy calls and meetings with key stakeholders.

Monitor City Council legislative agenda and attend City Council/Committee meetings as necessary to ensure Downtown's relevance and prosperity in collaboration with DDD Chiefs of Economic Development, Placemaking, Marketing & Communications, and Finance & Administration.

Work with Chiefs of Economic Development, Placemaking, Marketing & Communications, and Finance & Administration to identify problems and opportunities that require public policy changes or intensive relationship building; craft a plan to address these issues as quickly and effectively as possible.

Work with the President to actively engage Board members and other key stakeholders in discussions with government officials and others who impact key public policy issues that affect Downtown New Orleans and the DDD.

Analyze public policy proposals, draft reports, briefings, and position statements on key policy issues that impact Downtown and the region.

Identify real and perceived problems that DDD may play a role in solving.

Develop and manage the annual budget for Public Policy & External Affairs.

Collaborate with the Chief Marketing Officer to plan and organize DDD's public and media relations.

Prepare talking points and related material. Support public appearances by the President and other team members.

Serve as the "voice" of the DDD to the public and representatives of the media when necessary.

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Work with colleagues to research best practices in Downtown development and management through the International Downtown Association and other relevant organizations.

Support the President in DDD strategic planning efforts.

Research best practices and other topics for the President and other DDD team members.

Perform other related duties as assigned.

**SUPPORTIVE DUTIES & RESPONSIBILITIES**

Direct the activities of the District in the absence of the President.

Temporarily assume leadership of one or more of the various District departments during managerial absences.

**KNOWLEDGE, SKILLS AND ABILITIES**

The individual must possess the following knowledge, skills, and abilities and be able to explain and demonstrate that he or she can perform the essential duties of the position, with or without reasonable accommodation, using some combination of knowledge, skills, and abilities:

- Ability to read the English language to fully comprehend work requests, caution notices, and similar written materials.
- Ability to accurately type at least 25 wpm.
- Ability to prepare and analyze data, figures and transcriptions prepared on and generated by computer including but not limited to demographics, labor data, real estate market conditions, and more.
- Ability to work with fingers to pick, pinch, type and carry out substantial movements (motions) of the wrists and hands as requested.
- Ability to perceive the nature of sound with or without a correction.
- Ability to receive detailed information through oral communication and make fine discriminations in sound.
- Ability to exert up to 10 lbs. of force occasionally and/or a negligible amount of force to frequently or constantly lift, carry, push, pull or otherwise move objects including the human body; sitting most of the time; walking and standing are occasionally required.

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Salary Range

Range is between \$105,000 and \$115,000.

Please e-mail resumes and cover letter to Stuart Taylor Finance & Administration Manager at [staylor@downtownota.com](mailto:staylor@downtownota.com) or call at 504-620-9293 if you require any additional information. The DDD thanks you for your interest.