



**DOWNTOWN  
LAWRENCE**  
THE HEART OF THE CITY

# Executive Director

## Downtown Lawrence, Inc. (DLI)

### About Downtown Lawrence, Inc.

Downtown Lawrence, Inc. (DLI) is a nonprofit membership organization dedicated to preserving, promoting, and enhancing the heart of our community—downtown Lawrence. DLI serves as a connector, advocate, and champion for downtown businesses, residents, and visitors.

### Position Overview

We seek a proactive, dynamic, and highly organized **Executive Director** to lead Downtown Lawrence, Inc. as the public face, chief advocate, and strategic connector for our vibrant downtown district. The ideal candidate will be sales-minded, marketing-savvy, politically astute, and comfortable working across diverse stakeholder groups—including the City of Lawrence, Douglas County, the University of Kansas, Explore Lawrence, the Chamber, the Economic Development Corporation (EDC), and, most importantly, the members of DLI.

This high-visibility leadership role requires equal parts relationship-building, advocacy, organizational management, and hands-on program execution.

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## Key Responsibilities

### Strategic Leadership & Mission Alignment

- Partner with the Board of Directors to refine DLI's mission and set a clear, long-term course for the organization.
- Lead strategic planning and translate goals into actionable programs that provide value to members and the community.
- Regularly evaluate and communicate progress, opportunities, and challenges.

### Advocacy & Representation

- Serve as downtown Lawrence's primary spokesperson and advocate city officials, community organizations, the media, and the public.
- Represent DLI at City Commission meetings, committee hearings, and public forums—often outside standard business hours.

- Build strong, collaborative relationships with partner organizations to amplify the voice and interests of downtown.

### **Membership & Stakeholder Engagement**

- Recruit, retain, and support DLI members through regular communication, networking, and value-driven programs.
- Serve as a connector between businesses, property owners, residents, and community partners.
- Develop member benefits that strengthen business success and enhance the downtown experience.

### **Marketing, Promotion & Events**

- Oversee and implement creative marketing strategies to drive visitation, spending, and positive perception of downtown.
- Manage DLI's presence across digital platforms, traditional media, and community storytelling.
- Coordinate and support hallmark events, promotions, and campaigns that showcase downtown.

### **Financial Sustainability & Fund Development**

- Manage DLI's budget, membership records, sponsorships, and financial reporting accurately and transparently.
- Develop diversified revenue streams—including membership dues, sponsorships, fundraising events, and grants.
- Lead fundraising and grant-writing efforts to secure sustainable funding for DLI programs and initiatives.

### **Organizational Management & Governance**

- Support and partner with the Board of Directors, preparing agendas, reports, and recommendations.
- Recruit, engage, and oversee volunteers and committees that advance DLI's mission.
- Ensure compliance with nonprofit best practices and accountability standards.

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## **Qualifications**

### **Required**

- Proven success in marketing, public relations, business development, or a related field.
- Strong advocacy and relationship-building skills, particularly with elected officials, community leaders, and business owners.

- Demonstrated ability to design and execute effective marketing and communications strategies.
- Highly organized, detail-oriented, and capable of managing multiple priorities in a fast-paced environment.
- Excellent public speaking, interpersonal, and written communication skills.
- Availability for evening and occasional weekend meetings/events.

### **Preferred**

- Experience in nonprofit management, downtown/Main Street programs, or community/economic development.
  - Familiarity with Lawrence and the regional economic landscape.
  - Fundraising and grant-writing experience.
  - Sales or membership recruitment experience.
  - Hands-on experience in event logistics and promotions
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### **Personal Attributes**

- Charismatic and approachable “people person” with a knack for building trust across diverse audiences.
  - Strategic thinker who can also roll up their sleeves to execute hands-on work.
  - Self-starter who thrives in a role with high autonomy and high expectations.
  - Passionate about downtowns, local business vitality, and community development.
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### **Salary & Benefits**

Compensation package commensurate with experience within the range of \$65,000 - \$75,000. Flexible scheduling is available to accommodate meetings and events.

### **Other Duties**

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job.

Downtown Lawrence is an equal-opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

## **To Apply**

Send a resume, cover letter, and two professional references to the DLI Hiring Committee at **Downtownlawrenceboard@gmail.com** by **October 7, 2025**.