

# Project Director

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## POSITION SUMMARY

McKenna's **Project Directors** are passionate, talented, tenacious, and creative planners and designers who want to make a difference and see their work efforts result in tangible, inspirational outcomes. Our work is purposeful and impacts people by influencing the state of the environment; ultimately, we take pride in helping to improve quality of life in our great Midwestern communities. McKenna's team members enjoy the benefits of our practice, from the diversity of projects in a diverse range of communities to our fast-paced, creative, and collaborative team culture.

McKenna team-members, including **Project Directors**, inspire those around them by displaying their positive individual approaches to solving difficult problems. Our Project Directors oversee creative technically and graphically excellent work products, secure work through advanced business development methods, build long-term client relationships, manage various teams, and ensure client satisfaction. Our **Project Directors** effectively communicate expectations to McKenna team-members with whom they collaborate, as well as outside partners on our multi-firm efforts, and are responsible for project and staff team success. McKenna **Project Directors** work from our downtown Detroit and/or Northville, Michigan offices, and bring with them eight or more years of success in professional planning and/or design positions, whether municipal or private. AICP, AICP CUD, AIA, NCI, and/or other complimentary professional certifications a plus.

Our **Project Directors** excel at communication, demonstrating value to clients, developing and promoting new services, and training / mentoring more junior planners and designers, and overseeing technically rich plans and/or designs. If you enjoy a fast-paced, high opportunity, collaborative work experience, with varied and satisfying engagements that help communities in our area thrive, please review full position details at [www.mcka.com/careers](http://www.mcka.com/careers) and send your resume in confidence with general salary expectations to Gina Sloan at [gsloan@mcka.com](mailto:gsloan@mcka.com).

## DUTIES

The **Project Director** is committed to ensuring multiple projects' and internal initiatives' success, from adopting creative approaches for solving planning and design problems, to delivering on-time, on-budget results. Specifically:

1. The core responsibility of McKenna's Project Directors is to oversee Project Managers and manage projects themselves providing on-time, on-budget planning and design work that is of the highest technical and creative quality.
2. Project Directors serve as the overseeing and/or lead planner and/or designer on a multitude of projects, and must deliver creative solutions to our clients throughout the Midwest, primarily local units of government. Projects range from providing ongoing and continuing service in the areas of zoning, master planning, economic development, and placemaking, to special projects in planning, design, economic development, community development, etc.
3. Project Directors are responsible for leading a team of professionals, depending on the complexity of the project. Frequent collaborators are Project Managers, more junior planners or designers, mapping specialists, administrative staff, and graphic designers – all of whom

McKenna's Project Directors must assign work, collaborate with, communicate with effectively and frequently, and inspire.

4. Project Directors frequently deliver public presentations and facilitate public meetings, including in front of municipal boards and commissions, concerned and engaged stakeholder groups, and professional peer organizations. Most often, presentations are concerning the project(s) being managed by McKenna; other times, Project Directors will represent the firm by delivering topical and timely presentations to audiences throughout the Midwest.
5. McKenna's Project Directors are responsible for delivering graphically-rich promotional and work products by directing a creative team, regardless of each Project Director's graphic skills.
6. Project Directors are expected to build relationships with current and future McKenna clients to increase the notoriety of the Project Director, McKenna, and our work products, as well as to generate sales leads and secure future work.
7. Project Directors develop creative, error-free, and competitive project proposals and agreements to secure work for the firm.
8. Successful McKenna Project Directors develop marketing content (white papers, social media content, eBulletins, blog posts, etc.) that establishes themselves and McKenna as thought leaders in a diverse range of community planning and design topics.

## PERFORMANCE STANDARDS

Members of McKenna's professional planning and design team, including Project Directors, are evaluated on specific performance standards:

1. Ability to effectively and enthusiastically collaborate with clients and provide leadership to other McKenna professionals.
2. Capability to multi-task, set priorities and work under pressure.
3. Key measurable "vital signs" – Client Satisfaction, Productivity, Project Manager Billings, Sales, Project Variance, and Innovation.

## POSITION SPECIFICS

Successful Project Directors most often possess the following knowledge and skills:

1. A master's degree in planning, urban design, architecture, landscape architecture, or related field preferred.
2. Certification by the American Institute of Certified Planners (AICP and/or AICP-CUD), architect or landscape architect professional licensure, National Charrette Institute, etc.
3. Ability to respectfully mentor and supervise others on a project and personnel development basis, as part of or under direction of McKenna's President and Leadership Team.
4. Eight or more years of relevant professional experience.