

## **Uptown Westerville, Inc. Job Description**

**Job Title:** Executive Director  
**Reports To:** Board of Directors Chair  
**Location:** Westerville, Ohio  
**Status:** Full Time, Salary + Benefits

### **SUMMARY**

Uptown Westerville, Inc. is searching for an entrepreneurial, enthusiastic, creative, well organized person capable of functioning effectively in an independent environment. This person must be sensitive to design and preservation issues.

The Executive Director will be the main point person for initiating, coordinating and implementing an Uptown development program which utilizes the national Main Street process of four basic tenets; Organization, Promotion, Design and Economic Vitality. See Heritage Ohio websites for more information.

The Executive Director is responsible for:

- Initiating ideas for projects and discussions of issues related to the Main Street approach.
- Facilitating the person or group(s) of persons necessary for the successful expansion and planning of said ideas, issues and projects.
- Implementing, by direction of the Board of Directors, the ideas, issues and projects needed to successfully continue the revitalization of Uptown Westerville and sustain its viability. This will be done in collaboration with ongoing efforts by business and property owners and the City of Westerville.

### **These are our general work elements that guide this approach to downtown revitalization**

- Organization of Uptown interests, stakeholders, and investments in a unified manner working towards common long-term objectives.
- Approaching historic preservation and urban design, as a means to creatively preserve an attractive and welcoming physical setting using proper preservation techniques. The adopted Uptown Plan outlines many specific endeavors: [www.westerville.org/services/planning-development/uptown-westerville/uptown-plan](http://www.westerville.org/services/planning-development/uptown-westerville/uptown-plan).
- Work in conjunction with the Uptown Review Board to clarify and simplify Uptown development processes, educate the public on necessary standards and procedures for approval, and promote improved code guidelines.
- Coordination of promotional activities to attract new economic life, develop new vigor in the community, and provide additional funding for Uptown Westerville, Inc.
- Assist individual property owners and tenants with individual building improvement projects, interior and exterior, through personal consultation or aiding with the involvement of professional design consultants and contractors. Research and provide information to Uptown business and property owners regarding necessary zoning, fire code and building code processes; rehabilitation/restoration possibilities; any financial mechanisms available to facilitate such improvements to individual properties; and emphasize the value such efforts bring to the whole community.

### **Definition of Position**

- The Executive Director will be principally responsible and accountable to the president/chairperson of the board of directors and secondly to its board of directors. The board will conduct an annual review of the director.
- The Executive Director is responsible for analyzing, synthesizing and developing revitalization strategies and recommendations in consultation with the appropriate official and advisory bodies and coordinating their implementation to achieve project goals stated in the Strategic Work Plan.
- This process will be carried out by the employee under the model of the National Main Street Four Point Approach of the National Trust Main Street Center and in conjunction with the Heritage Ohio Main Street Program.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

### **Skills Required – Public Relations**

The Executive Director is the symbolic face of Main Street and therefore must establish and maintain a public presence and working relationship with all business owners, institutions, organizations and property owners, whether members or not.

Develop strategies for maximizing effectiveness of the community's existing human and economic resources. This includes being thoroughly familiar with all persons and entities directly or indirectly involved with the Uptown commercial district; with the Board of Directors, and major stakeholders, including all City of Westerville departments.

Develop and conduct continuous public awareness and education of Uptown Westerville as it relates to Uptown Westerville, Inc.'s goals and objectives keeping the program highly visible.

Help build strong productive working relationships with appropriate public agencies at the local and state level. When possible, obtain necessary funding for critical elements of the work program; i.e. building rehabilitation / restoration and public improvements. Work with appropriate financial institutions to obtain attractive and low-interest financing for the retention, expansion or recruitment of Uptown businesses.

Assist Uptown business and property owners with Uptown specific issues. Act as liaison between the entities involved and work toward successful solutions.

### **Skills Required – Organizational**

Prepare reports required by National Trust Main Street Center and Heritage Ohio.

With the Board of Trustees, develop and annually review a strategic work plan for the implementation of revitalization and historic preservation of Uptown Westerville.

Manages all administrative aspects including developing and maintaining an appropriate data system for record keeping, developing and monitoring budgets, accounting, purchasing, preparing reports, documenting all physical changes, retaining information on job creation and business retention and all other office activities.

Coordinate building a strong board of directors, including helping with recruitment of potential new board members and strengthening relationships with existing board members.

Attend monthly Board Meetings and contribute to agenda. Regularly work with Committee Chairs to insure progress and goals are met.

Develop and enhance the existing recruitment policies for new business; work with property owners and realtors in the marketing of vacant Uptown properties, establish and maintain an updated business recruitment listing.

### **Skills Required – Event Planning**

Encourage the improvement and expansion of cooperative Uptown activities such as promotions, advertising, and special events. Create and establish new promotions and events that will create community ownership of Uptown Westerville and entice visitors to enjoy and return to Uptown Westerville. The promotions and events need to be profitable or self-supporting. Work with other community organizations in the joint sponsorship of above promotions and events.

Create the printed and visual materials needed to market Uptown Westerville as a viable business location to developers and prospective businesses. Coordinate marketing materials with City of Westerville, Community Affairs, Westerville Visitor's Bureau, Chamber of Commerce and Otterbein University promotional materials.

## **SUPERVISORY RESPONSIBILITIES**

The Administrative Assistant/Intern is a part-time position and reports directly to the Executive Director.

## **QUALIFICATIONS**

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. Reasonable accommodations may be made to enable individuals with physical restrictions to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

3+ years education / experience in at least one or more of the following areas: historic preservation, economics, finance, public relations, marketing, planning, business development, or retailing.

Experience in understanding the issues confronting business and property owners, public agencies and community organizations.

Be entrepreneurial, enthusiastic, creative, well organized and capable of functioning effectively in an independent environment. The manager must be sensitive to design and preservation issues.

### **LANGUAGE SKILLS**

Superior verbal and written communication skills. The individual must be able to effectively communicate within large group presentations, Board of Trustee meetings, standing committee meetings, and 1-1 meetings with current and prospective downtown business owners.

### **REASONING ABILITY**

The position requires the individual to apply sound common sense, business organizational and strategic planning abilities.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

The Executive Director is expected to be a participating member of all relevant local, state and national organizations.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with physical restrictions to perform the essential functions.

The Executive Director will be expected to represent Uptown Westerville, Inc. at functions, meetings, events and programs at the local, state and national levels.

Moderate travel is an expectation of the position. Must have a valid driver's license.

Persons interested should submit a resume and cover letter no later than November 7, 2016 to the attention of:

Board Chair Doug Winbigler  
Uptown Westerville, Inc.  
18 N State St.  
Westerville, Ohio 43081  
Or  
uptownwestervilleinc@gmail.com

Questions should be directed to Nicole Harrison at 614-259-3515