

## **JOB DESCRIPTION**

**JOB TITLE:** EXECUTIVE DIRECTOR, MAIN STREET

**REV. DATE:** xx/xx/xx

### **JOB DESCRIPTION**

Coordinate all project activities within a downtown revitalization program to promote economic development.

### **JOB RESPONSIBILITIES**

- Coordinates the activities of the Main Street program committees.
- Manages all administrative aspects: including maintaining an appropriate data system for record keeping, purchasing, preparing reports, documenting all physical changes, retaining information on job creation and business retention, and submitting information to the State Main Street program on a monthly basis.
- Supervises support staff: Promotion Coordinator, Secretary, Maintenance person, interns and administrative volunteers.
- Develops strategies for downtown economic development. With the committees and Board of Directors creates an annual action plan focused on these four areas: design, promotion, organization, and economic restructuring.
- Develops and conducts public awareness and education programs. Through speaking engagements, media interviews and appearances, keeps the program highly visible.
- Provides advice and guidance to individual tenants or property owners regarding property improvements.
- Provides advice and information, assesses and encourages events – marking, special events, business recruitment, parking management, beautification, etc.
- Helps build strong, productive working relationships with appropriate public agencies at the local, regional, state, and national levels.
- Coordinate and recruit an active volunteer force.
- Participate in appropriate community organizations.

### **JOB REQUIREMENTS**

- Dynamic self-starter.
- Excellent oral and written communication skills.
- Marketing or advertising skills highly desirable.
- Knowledge of downtown public and private issues.
- Good organizational skills.
- Historic preservation skills desired.
- Experience in administrative management.