

Main Street Wooster Inc. Position Description

Job Title:	Executive Director
Reports To:	Board of Trustees
Location:	Main Street Wooster Inc. Offices – Wooster, Ohio
Base Compensation Range:	
FLSA Status:	Exempt
Approved By:	Board of Trustees
Approved Date:	

SUMMARY

The Executive Director is responsible to initiating, coordinating and implementing a downtown development program which utilizes the national Main Street process of four basic tenets; organization, promotion, design and economic restructuring.

The Executive Director is additionally 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 Trustees, the ideas, issues and projects needed to successfully carry out the revitalization of downtown Wooster and sustain its viability.

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

With the Board of Trustees, responsible for developing and annually reviewing a strategic plan for the implementation of revitalization and historic preservation of downtown Wooster.

Work with the executive committee of the Board of Trustees to develop an annual budget and funding process, which will maintain the fiscal viability of the organization.

Be thoroughly familiar with all persons and entities directly or indirectly involved with the downtown commercial district; with the Board of Trustees, develop strategies for building from the community's human and economic resources.

Develop and conduct continuous public awareness and education of downtown Wooster as it relates to Main Street Wooster Inc.'s goals and objectives.

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. Provide the necessary information to downtown business and property owners regarding financial mechanisms available to facilitate any and all improvements to individual properties within the rehabilitation / restoration elements of the preservation ordinance of the City of Wooster.

Develop and assist downtown business and property owners with specific downtown issues and aid in the organization and consensus of how to address and solve those issues. Act as the liaison between the downtown constituency and all entities involved with downtown issues and solutions.

Encourage the improvement and expansion of cooperative downtown activities such as promotions, advertising, and special events. Create and establish new promotions and events that will create community ownership of downtown Wooster and entice visitors to enjoy and return to downtown Wooster. Fiscally, 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.

Develop and enhance the existing recruitment policies for new business; work with property owners and realtors in the marketing of vacant downtown properties, establish and keep updated a business recruitment listing, and create the printed and visual materials needed to market downtown Wooster as a viable business climate to developers and prospective businesses.

Work with the appropriate public agencies at the local and state levels to 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 downtown businesses.

SUPERVISORY RESPONSIBILITIES

The Administrative Assistant 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 disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

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

Superior communication skills are essential.

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 disabilities to perform the essential functions.

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

The Executive Director may also be requested to meet with other city associations considering creating a main street program or improving their existing program.

Moderate travel is an expectation of the position.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Main Street Wooster Inc. offices are located within the Wooster Area Chamber of Commerce building located at 377 West Liberty Street in Wooster, Ohio 44691. The Executive Director will occupy an office adjacent to the Administrative Assistant.