EXECUTIVE DIRECTOR
POSITION DESCRIPTION

Title: Executive Director of Heritage Centre Association Incorporated, doing business as Main Street Mount Vernon (“Main Street Mount Vernon”).

Position Available: Applications due by October 30, 2016; see below.

Organizational Structure: Founded in 1993, Main Street Mount Vernon is a non-profit Main Street organization led by a 16-member Board of Trustees, comprised of businesspersons and local non-profit professionals, who serve as volunteers sharing a common interest: advocating for downtown business interests and advancing efforts to improve the City of Mount Vernon’s central business district (“CBD”). The organization is focused on working collaboratively to achieve a better community for merchants and downtown businesses, visitors and residents of the surrounding community of Knox County.

The operations of Main Street Mount Vernon are primarily focused in two areas: planning and staffing of various functions and activities to drive business development and growth in the Mount Vernon CBD; and the attraction, retention and expansion of viable downtown merchants and business opportunities.

The organization’s Board of Trustees regularly sets goals and objectives, and defines policies and appropriate procedures, concerning the operations of Main Street Mount Vernon; the Executive Director helps set these metrics. Once such policies and goals are determined, however, the Board directly relies on the Executive Director’s self-motivation, drive and organizational skill-set to achieve stated objectives in a timely and professional manner.

Mount Vernon Community: Founded in 1805 and serving as the county seat of Knox County, Ohio, Mount Vernon is a historic community that has successfully weathered changes in the regional and global economies to remain relevant. The City boasts historic and attractive housing stock, a dynamic downtown retail corridor, a lush public square and residents eager to maintain the community as a destination for permanent residents and visitors alike. Although Mount Vernon was featured by a national magazine in the mid-20th Century as an All American City, the community must remain focused on its downtown to remain successful going forward.

Job Brief: The Executive Director will responsibly and effectively manage all project activities and general operations of Main Street Mount Vernon. The work of the Executive Director will include, but not necessarily be limited to, the following:

- Implement services, programs and policies to support the retention and expansion of downtown business activities currently occurring in Mount Vernon’s CBD. This includes
maintaining an assertive presence within the CBD, including regular in-store visits with merchants and businesses, keeping an attentive eye on the downtown’s aesthetic, and assuming substantive leadership roles in downtown events held by the organization.

- Effectively market and promote Mount Vernon’s CBD as a superior location for retail, restaurant, hotel and general businesses to locate and expand. This includes developing and actively managing all relevant social media platforms to distribute message points.
- Develop and conduct public awareness and education programs. Through speaking engagements, media interviews and appearances, **keep the Main Street Mount Vernon program highly visible.**
- Manage all administrative aspects, including maintaining an appropriate data system for record keeping, revenues and expenses (i.e., QuickBooks), preparing reports in Microsoft Excel, reporting on merchant flow and business trends within the CBD, and providing information to the Board of Trustees on a monthly basis. This includes managing Main Street Mount Vernon’s annual budget and financial assets, bookkeeping and making proper accounting entries.
- Coordinate and recruit an active volunteer force, and once recruited, supervise such volunteer staff, including events-based participants, interns and administrative volunteers.
- Develop and help coordinate strategies for downtown economic development, working alongside Board committees focused on the Main Street Program’s stated areas, including design, promotion, organization, and business enhancement.
- Participate and/or maintain a close relationship, with all necessary local government contacts, the Knox County Chamber of Commerce, the Convention & Visitors Bureau, the Area Development Foundation of Knox County and local community foundations to ensure Main Street Mount Vernon capitalizes on downtown development opportunities.
- Provide assistance and direction to stakeholders, including tenants or property owners located within the CBD, regarding commercial property improvements, marketing, special events, business recruitment, parking management and beautification by directing them to available resources and network partners.
- Manage regular merchant and business owner meetings for stakeholders located within Mount Vernon’s CBD.

**Knowledge, Skills and Abilities:** The Executive Director should have education and/or experience in one or more of the following areas: marketing, economics, finance, public relations, journalism, urban and regional planning, business administration, public administration, retailing, volunteer or non-profit administration and/or small business development. The successful candidate will clearly demonstrate the following attributes necessary to the job:

- Dynamic self-starter
- Excellent oral and written communication skills
- Marketing or advertising skills (highly desirable)
- Discern public versus private issues in a downtown environment
- Good organizational skills
- Experience in administrative management
- Entrepreneurial, energetic and imaginative
- Basic arithmetic and computer skills
- Ability to handle a wide variety of personalities
• Professional and courteous when dealing with conflict

**Work Conditions:** The role of the Executive Director, by its nature, necessitates an adaptive and flexible work schedule; it is not a typical office job. Thus, the work may involve weekends, it may be performed inside and outside, in temperatures that could range in excess of 90º or below freezing; rain or shine. The work may involve folding tables, stacking chairs, standing, and bending and lifting (e.g., lifting 50 lbs. from time-to-time.).

Persons interested should **submit a resume and cover letter no later than October 30, 2016**, to the attention of:

Board President Mike Hillier  
Heritage Centre Association Incorporated  
102 South Main Street  
Mount Vernon, OH 43050

Questions should be directed to Heather Brayshaw at (740) 399-5140.

Main Street Mount Vernon is an equal opportunity employer.