Executive Director
Main Street Wooster – Wooster, Ohio

Main Street Wooster (MSW), a non-profit 501c3 organization, is seeking an Executive Director, with vision, passion, and proven leadership to sustain and build on the award-winning downtown business and living development programs currently established in Wooster, Ohio.

Downtown Wooster is the cornerstone of the community. MSW is dedicated to the development of public/private partnerships, maintenance of small-town tradition, development of specialized retail, professional, and governmental businesses/offices, and celebration through events.

The successful candidate will serve as a key community leader, provide strategic and operational direction, drive fundraising and be collaborative with all stakeholders.

Position Summary:

Reports directly to the Board of Trustees. The Executive Director is responsible for initiating, coordinating and implementing a downtown development program that utilizes the national Main Street process of organization, promotion, design and economic growth.

Essential Duties & Responsibilities:

- Annually develop and review a strategic plan for the implementation of revitalization and historic preservation of downtown Wooster.
- Develop an annual budget and funding process, to maintain the fiscal viability of the organization.
- Be thoroughly familiar with all persons and entities directly or indirectly involved with the downtown commercial district.
- Identify and leverage strengths 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 the 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. 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.

- Develop, recommend and monitor performance of organizational programs and services and take corrective action where needed.

- Establish and ensure adherence to the fiscal budgeting and accountability with regular reporting monthly to the Board of Trustees.

- Act as primary spokesperson for the organization and work closely with the Board of Trustees. Represent MSW at various community events, meetings and board appointments.

- Anticipate and identify emerging downtown needs and issues and recommend responses and initiatives.

- Develop and implement internal policies and practices to cultivate and support a strong and productive workplace. Oversee office to ensure cleanliness and operational standards.

- Provide clear direction and accountability for MSW employees, interns, volunteers and vendors.

- Ensure compliance with all regulatory policies.

- Conduct performance reviews and recommend wage / salary changes.

- Support and participate in special projects as assigned.

- Perform other duties as assigned or required.
About Main Street Wooster:

Main Street Wooster, Inc. was incorporated in June, 1985. Implementation of the program began in January, 1987. The process was developed by the National Main Street Center of the National Trust for Historic Preservation.

Downtown Wooster currently has 300 businesses which include retail, service, governmental, education, and non-profits. Wooster was designated one of Ohio’s “Best Hometowns” by Ohio magazine in 2006 and 2017; an All-American City in 1975, an AAC semifinalist in 1997 and has been a Tree City since 1976. Wooster’s motto is: “Keeping Tradition a Part of Our Future”.

Today, there is more than 90% occupancy in retail, restaurant and service businesses, and 96% occupancy in the second and third stories of the buildings, showcasing more than 148 lofts and 15 condominiums.

Competencies and Desired Traits:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Executive Director must be organized, collaborative, and optimistic leader committed to achieving objectives with a track record of seeing solutions.

Education and Experience:

- Candidates should possess a bachelor’s degree or equivalent related experience.
- 3+ years education / experience in at least one of the following areas:
- Superior written, verbal communication and public speaking skills are essential. The individual must be able to effectively communicate within large group presentations, Board of Trustee meetings, standing committee meetings, community partner meetings and 1-1 meetings with current and prospective downtown business owners.
- Candidates should demonstrate quantifiable success in fundraising with a proven track record in donor stewardship or in business development in an organization (non-profit or for-profit).
- Candidates should have adequate financial and management skills.
- Experience working with a Board of Trustees, or with a board run organization, preferred.
- Intermediate knowledge of principles of effective communication through mass media, social media, advertising, government relations, etc., as they relate to operations.
Main Street Wooster is an Equal Opportunity Employer. Candidates for employment are considered without regard to race, color, sex, creed, religion, national origin, sexual preference, age, non-job-related disability, or marital status.

**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.

Moderate travel is an expectation of the position. 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.

The employee must occasionally lift and/or move up to 50 pounds. Regularly required to stand, walk and climb for extended periods of time. Use a computer keyboard and monitor more than 25% of total work time.

**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.

Position will occasionally require weekend, evening and/or non-regular working hours. The employee occasionally works events in outside weather conditions, and wet and/or humid conditions and environments where temperatures can vary from extreme cold to very warm.

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.

**Job Type:**

Full-time
Salary
Paid Vacation
Paid Holidays