

Executive Director

Job Description

Program Overview: The Executive Director is responsible for planning, organizing, and directing the daily activities and operations of the Downtown Association. The Executive Director will work with the Downtown Association Board of Directors, Program Partners, and Volunteer Committees to create a welcoming and economically diverse downtown rooted in our community's history and culture, while using The Main Street Four-Point Approach.®

The Four-Point Approach® is a comprehensive means to rebuild a healthy downtown by addressing the economic challenges facing downtown, beautifying and restoring the historic heart of the community, and promoting the downtown with fun events and quality marketing.

Position Title: Executive Director

Position Term: Full-time, exempt position with evening and some weekend work

Reports to: Board of Directors via Board President with limited supervision

Major Duties and Responsibilities: Focus on the four strategic areas: Economic Vitality, Promotions, Design, and Outreach based on the nationally recognized Main Street Approach® to downtown enhancement. The duties listed below are examples of the various type of work that may be performed by an individual serving as the Executive Director:

Board and Committees:

- Work independently and with the Downtown Association's Board of Directors, program partners, and volunteer committees to cultivate a more active, vibrant, and sustainable downtown.
- Attend board meetings to stay informed of Board activities and directives, to keep the Board informed of important events, and communicates appropriate Board information to the public.
- Submit a monthly report and alert Board to significant developments potentially affecting the organization and the organization's operations.
- Support the Board in developing, implementing and carrying out strategies for accomplishing identified priorities, goals and objectives.
- Attend committee meetings and meet regularly with committee chairs.
- Actively participate in educating, training, and continually guiding the committees to accomplish their goals.
- Recruit committee and other volunteers and promotes their active and broad participation in the organization's work.
- Develop or adapt orientation materials; train and motivate volunteers serving as committee members.
- Create and update a database for volunteers.

Financial:

- Work with the Chair and Treasurer, and the Board, in preparing an annual budget and a fundraising plan.
- Manage the daily operating budget and monitor the receipt and expenditure to assure that funds are expended to the best advantage possible.
- Represent the Downtown Association in approved business negotiations.
- Enter into approved business agreements or contracts.
- Collect data and information to support grant requests and assist the board with developing applications for funding from foundations.



- Coordinate and submit timely reimbursement requests for any grant funds and ensure that all grant reporting requirements are met.

Communications:

- Serve as the primary point of contact for the organization.
- Establish strong working relationships with stakeholder groups at the community, state, and national levels.
- Provide face-to-face communication with downtown stakeholders, including business and property owners.
- Manage and disseminate inbound and outbound communication for the organization.
- Ensure the board is kept consistently and fully informed on the condition of the organization and all important factors influencing it.

Program Development and Administration:

- Develop the capacity of the Downtown Association to implement volunteer based, locally driven projects in downtown.
- Manage the day-to-day operation of the Downtown Association guided by annual goals and work plans.
- Assist the Board of Directors and each of the four standing Main Street Committees in developing and implementing both short and long-term work items that includes, but is not limited to:
 - Managing and tracking data related to the organization's efforts, including membership, contact lists, building inventories, economic investment, downtown vacancies, jobs creation or retention, photo documentation, etc.
 - Encouraging appropriate visual improvements (utilizing historic preservation as a basis) to district business/property owners;
 - Developing and implementing marketing strategies designed to recruit new businesses, retain existing business, and assist expanding businesses.
 - Developing, planning, and staging marketing and promotional activities and events.
 - Recruiting and training volunteers.
 - Maintaining and developing public and private relationships
 - Fundraising, event planning, and grant writing.
 - Develops a social media campaign highlighting unique features of Downtown.
- Follow policies and procedures pertinent to the Downtown Association's operations and volunteer administration.
- Maintain official records and documents, and ensures compliance with federal, state, and local regulations.
- Attend workshops and trainings
- Complete all reporting requirement to the State Main Street Program and the City
- Supervise any staff or interns the Downtown Association may employ

Community Engagement:

- Serve as liaison between the Downtown Association and the community and build relationships with all downtown business owners to create a cohesive understanding and involvement in the Downtown Association.
- Promotes a positive organizational image and remain available to the public.
- Stay abreast and keeps the board informed of downtown development needs and shifts, and recommends and implements modifications to meet changing needs.
- Work with board and committees to develop business and community partnerships.
- Analyze community resources and develops strategies for achieving set goals.
- Present reports to City Council and other commissions, committees, and boards as needed.
- Update and coordinate the Downtown Association's Event calendar.



Qualifications:

- At least 2 years' experience managing a Main Street program, economic or community development initiatives, or relevant experience.
- Proven successful experience in nonprofit administration or leadership.
- Familiarity with the Main Street Approach® to downtown revitalization
- Experience in one or more of the following areas: business/economic development, city/urban planning, marketing, historic preservation, community organizing, or volunteer management
- Experience and interest in fundraising; especially working with a board of directors to develop and implement successful fundraising strategies.
- Experience fostering and maintaining strong relationships with civic leaders and a variety of community stakeholders.
- Outstanding communication skills and the ability to communicate effectively with a wide variety of stakeholders.
- Experience managing and motivating volunteers.
- Strategic thinker, problem solver and community collaboration builder.
- Self-motivated and action-oriented.
- Strong writing skills.
- Tech-savvy with facility in MS Office applications, Dropbox, social media, website content management, and ability to troubleshoot basic IT issues.
- Bachelor degree is preferred, though experience in program development and fundraising may be considered in lieu of a degree.
- Sense of humor

Areas Of Major Time Commitment:

- Work Plan Implementation (Project Management).
- Meetings with Downtown Stakeholders and the Downtown Association's Volunteer Committees.
- Management and Operations.
- Sponsorship Development.
- Outreach.
- Support for Events and Promotions.

Anticipated Results:

- Support the organizational goals as defined by the Board of Directors.
- Encourage rehab/adaptive reuse projects.
- Support new infill construction projects initiated downtown.
- Business recruitment and retention.
- Develop programs that activate downtown.
- Expand community support of the Downtown Association and downtown.
- Aid in the promotion of the organization's events, programs, and projects.
- Develop and implement a plan for sustainable funding for the organization in partnership with the Board of Directors.

Work Environment and Physical Demands: The work environment and working conditions described are representative of those that are typical of the job:

- A significant portion of the job requires an "on the street" presence downtown, with the executive director calling on businesses, property owners, and other stakeholders.
- Some of this job is performed at downtown events including supervision of event setup, operation, and clean up.
- Occasional travel includes local, regional, and national meetings.
- This position may regularly require evening and weekend work.

