

OPELIKA MAIN STREET EXECUTIVE DIRECTOR JOB DESCRIPTION

Work Objectives

The Main Street program executive director coordinates activities within a downtown or commercial district revitalization program that utilizes historic preservation as an integral foundation for downtown economic development. He/she is responsible for the development, conduct, execution, and documentation of the Main Street program. The program director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the program director should help guide the organization as its objectives evolve.

Full Range of Duties to be Performed

The director should carry out the following tasks:

- Coordinate the activity of the Main Street program committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the State Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies.
- Develop, in conjunction with the Main Street program's board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.
- Advise downtown merchants' organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown; work closely with local media

to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion to advance an image of quality for the downtown.

- Help build strong and productive relationships with appropriate public agencies at the local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the local Main Street program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- Organize monthly Main Street Board and Committee meetings.
- Organize annual membership drive.
- Create the Main Street budget request proposal for the annual City appropriation.
- Attend/Run other events and meetings to assist downtown merchants with promotions, advertising, and any other concerns they may have, including monthly merchant meetings.
- Other duties, as required, associated with the minimum job requirements of the position.

Resource Management Responsibilities

The program director maintains local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the State Main Street program and the National Main Street Center. The program director monitors the annual program budget and maintains financial records.

Job Knowledge and Skills Required

The program director should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The program director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The director must have experience with public relations and marketing, and must be proficient with social media. The director must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable. The director will be managed by the Board of Directors and knowledge of this type of organization is desirable.

Other Information

- Salary Details: 40 Hour Flextime, \$28,000 - \$35,000 Annually (Base)
- Send resume and 2 letters of reference to info@opelikamainstreet.org , by 12/22/17
- Send questions to info@opelikamainstreet.org