

## **Director's Job Description**

### **Work Objectives**

The Director coordinates activity within a downtown 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 Director is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the community regionally, statewide, and nationally as appropriate. In addition, the Director should help guide the organization as it grows and as its objectives evolve.

### **Reporting Lines**

The Director is a nonprofit employee, he/she will be principally accountable to the chairperson of the DSDC Board and secondly to its Board of Directors.

### **Full Range of Duties Performed by Director**

The Director should carry out the following tasks:

- Coordinate activity of the DSDC committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and 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 and supervising part-time employees or consultants.
- Develop, in conjunction with the DSDC 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 or indirectly involved in the downtown commercial district. 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. The plan should define a five-year vision for downtown, a mission for the organization charged bringing the plan to fruition, an implementation strategy, economic development strategies, goals and objectives, and actions and tasks for implementation focused on four areas:
- Research, maintain, and apply for grants that can provide financial support to current downtown businesses, potential new businesses, and support current and new downtown events.
- Develop and maintain a strong social media presence through our current website, Instagram, and our Facebook outlets.
- Use our website, social media, speaking engagements, media interviews and personal appearances to keep the main street program and the DSDC in the public eye.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Advise downtown merchant's organizations and/or chamber of commerce retail committees on activities and goals; help coordinate joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events and attract people downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of the promotion in order to advance an image of quality for the downtown.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Develop and maintain data systems to track the process and progress of created initiatives. These systems should include economic monitoring, individual building files, thorough

photographic documentation of all physical changes and information on job creation and business retention.

- Represent the community to important constituencies at the local, regional, state, and national levels. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

### **Resource Management Responsibilities**

The Director supervises all necessary temporary or permanent employees, as well as professional consultants. The director participates in personnel and program evaluations. The 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 Director monitors the annual program budget and maintains financial records.

### **Education & Experience**

Graduation from an accredited four-year college or university with a BS or BA degree preferred. Five - years' experience in community development, business, or downtown development. Any equivalent combination of education and experience, with additional education substituting on a year for year basis for the required experience.

The Director should have education and/or experience in one or more of the following areas of study:

- Architecture
- Historic preservation

Economics

- Finance
- Public relations
- Design
- Journalism
- Planning
- Business administration
- Entrepreneurship
- Public administration
- Retailing
- Volunteer or non-profit administration/ and or small business development

### **Job Requirements**

- Excellent oral and written communication skills are essential.
- Dynamic self-starter.
- Marketing or advertising skills desired.
- Good organizational skills.
- Fundraising experience.
- Professional and/or academic economic development experience strongly desired.
- Historic preservation skills desired.
- Experience in administrative management.
- Strong Computer skills including word processing, database, and spreadsheet applications.
- Supervisory skills are desirable.

The Director must be sensitive to design and preservation issues. The director must understand the issues confronting downtown businesspeople, property owners, public agencies, and community organizations. The director must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation.

**Physical Demands**

The physical demand described here is 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.

Work is performed primarily in an office setting. Some outdoor work is required. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of the job, the employee is frequently required to talk, be able to hear, sit for periods of time, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is often required to stand or walk.

The employee must occasionally lift and/or move up to 25 pounds.