



## **Main Street Delaware Executive Director Job Description**

### **GENERAL PROGRAM DESCRIPTION**

The purpose of the commercial revitalization effort is to develop and implement a strategy for economic development and historic preservation in the downtown business district. This position is hired by and reports to the local Main Street Board of Directors.

The board will conduct an annual review of the executive director.

### **WORK ELEMENTS GUIDING THE MAIN STREET APPROACH FOR DOWNTOWN REVITALIZATION**

- Organization of downtown interests in a unified manner working toward common end objectives.
- Approach historic preservation and design issues, a means to create or preserve an attractive and sympathetic physical setting, and using proper preservation techniques.
- Coordinate promotional activities to attract new economic life and develop new vigor in the community.
- Assist individual property owners and tenants with 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 and all improvements to individual properties within the rehabilitation or restoration elements of the preservation ordinance of the community.

### **DEFINITION OF POSITION**

- The Executive Director will be principally responsible and accountable to the president/chairperson of the board of directors and secondly to its board of directors.

- The Executive Director is responsible for analyzing, synthesizing and developing revitalization strategies and recommendations in consultation with the appropriate official and advisory bodies and coordinating their implementation to achieve project goals.
- This process will be carried out by the employee under the model of the national Main Street America Four Point Approach and in conjunction with the Heritage Ohio Main Street Program.

## **DUTIES TO BE PERFORMED**

- Serves as the symbolic face of Main Street and establishes and maintains a public presence and working relationship with all district business owners, institutions, organizations and property owners, whether MSD members or not, becoming familiar with all persons and groups directly or indirectly involved in the historic commercial district.
- Serves as the on-site staff person responsible for coordinating all program activities locally as well as for representing MSD regionally, statewide and nationally, as appropriate. Hours may vary to include evenings, weekends and some overnight travel.
- Coordinates activities of MSD committees, ensures that communications between committees is well established, and assists committees with the implementation of their work plans.
- Manages all administrative aspects including purchasing, record-keeping, developing and monitoring budgets, and preparing all reports required by Heritage Ohio.
- Uses electronic media, speaking engagements, public presentations, media interviews and personal appearances to keep the program in the public eye.
- Works closely with media entities to ensure maximum coverage of activities, encourage design excellence and high quality in all promotions and advance a positive image for the district.
- Ensures compliance with federal, state and local laws and regulations.
- Develops funding sources and sponsors/fundraising opportunities for program support and expansion of the MSD program.
- Supervises employees, volunteers and consultants.
- Oversees the Delaware Welcome Center premises and communicates with Destination Delaware and the City of Delaware regarding property issues and events, and the lease of the space.
- Encourages preservation education and advocacy efforts to protect historic buildings.
- Helps oversee the development of marketing collateral and press releases
- Keeps the MSD Executive Committee (Organization Committee) and the Board of Directors fully informed on the condition of the organization and all important factors influencing it.

- Researches and understands economic development strategies and opportunities that will set up the community and the organization for future success.
- Assists downtown businesses and property owners with specific downtown issues and aids in the organization and consensus of how to address and solve those issues.
- Acts as the liaison between the downtown constituencies and all entities involved with downtown issues and solutions.
- Participates in appropriate community organizations.
- Coordinates building a strong board of directors, including helping with recruitment of potential new board members and strengthening relationships with existing board members.
- Implements local objectives through the development of revitalization tools, such as rehabilitation programs, tax credit incentives, existing state and federal funding sources and grant opportunities, administrative procedures, political mechanisms, legal tools, etc. as appropriate.

## **ATTRIBUTES OF A SUCCESSFUL DIRECTOR**

A successful director MUST:

- Have excellent interpersonal skills.
- Have a sense of entrepreneurship and be a self-starter.
- Understand and be able to work with all levels of government and community stakeholders.
- Have an ability to communicate effectively with both individuals and groups.
- Understand organizational management in a nonprofit capacity.
- Have an appreciation and understanding of community involvement.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION AND EXPERIENCE**

- Bachelor's degree and 3+ years education/experience in at least one of the following areas: historic preservation, finance, public administration, public relations, economic development, marketing, planning, business, or retailing.
- A strong development background with nonprofit fundraising, grant writing experience.
- Employee supervision and volunteer coordination skills, as well as experience in membership management and relations.
- Event planning and marketing.

- Facility management or oversight as related to the care of the Delaware Welcome Center, home of the Main Street Delaware offices and a visitor information source.
- Experience in understanding the issues confronting business and property owners, public agencies and community organizations.
- Be well organized, entrepreneurial, enthusiastic, creative and capable of functioning effectively in an independent environment.
- Knowledge of Main Street America and Ohio Main Street Program is a plus.
- Knowledge of urban redevelopment tools and processes.

## **COMMUNICATION SKILLS**

Superior verbal and written communication skills with an ability to engage a diverse group of local stakeholders. The individual must be able to effectively communicate within large group presentations, Board of Directors meetings, standing committee meetings, and 1-on-1 meetings. Social media and traditional media knowledge base is required.

## **CERTIFICATES, LICENSES & REGISTRATIONS**

The Executive Director is expected to be a participating member of all relevant local, state and national organizations.

Must have a valid driver's license.

## **PHYSICAL DEMANDS**

The Executive Director will be expected to represent the Main Street organization at functions, meetings, events and programs at the local, state and national levels. Must be able to work some evenings and weekends. The Executive Director needs to be able to lift 25 pounds.

Moderate travel and reimbursement by the organization is an expectation of the position.

