

# Main Street Laurens

## Executive Director Job Description

### OVERVIEW OF POSITION

The Executive Director will promote downtown activities, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points (organization, promotion, design and economic enhancement) of the Main Street Program. The Executive Director will encourage public awareness of the program activities and act as a liaison to other communities in the state or region who could benefit from the programs of the Main Street Program.

### JOB REQUIREMENTS

- ◆ Excellent oral and written communication skills.
- ◆ Dynamic self-starter.
- ◆ Marketing or advertising skills desired.
- ◆ Knowledge of downtown public and private issues.
- ◆ Good organizational skills.
- ◆ Professional and/or academic economic development experience strongly desired.
- ◆ Historic preservation skills desired.
- ◆ Experience in administrative management.
- ◆ Strong Computer skills including word processing and spreadsheet applications.

### REPORTING LINES

The Executive Director will be principally accountable to the Chairperson of Board of Directors and secondly to its Board of Directors.

### JOB RESPONSIBILITIES

- ◆ Must be knowledgeable about the four-point Main Street approach to economic revitalization.
- ◆ Coordinates the activities of the Main Street Program Committees.
- ◆ Manages all administrative aspects: including developing and maintaining an appropriate data system for record keeping, developing and monitoring budgets, accounting, purchasing, preparing reports, and all other administrative activities.
- ◆ Assists with development of funding sources for expansion and development of Main Street in concert with other organizations, agencies, and government entities.
- ◆ Supervises support staff when applicable.
- ◆ Assists with development of strategies for downtown economic development and historic preservation. With the committees and Board of Directors, facilitates creation of an annual action plan focused on these four areas: design, promotion, organization, and economic enhancement.
- ◆ Develops and conducts public awareness and education programs. Through speaking engagements, media interviews and appearances, keeps the program highly visible.
- ◆ Ensure that all outgoing materials adhere to the standards of the Main Street Program.
- ◆ Provides advice and guidance to individual tenants or property owners regarding marketing/business opportunities and physical improvements.
- ◆ Provides advice and information, assesses and encourages joint involvement in the downtown community's promotional events – advertising, uniform store hours, special events, business recruitment, parking management, etc.
- ◆ Assists with planning and attends Board of Directors and committee meetings as necessary or as indicated by the Chairperson and/or the Board of Directors.

- ◆ Provide assistance and management, as an ex-officio member, of all Main Street committees.
- ◆ Advises and assists in efforts to attract people to downtown.
- ◆ Helps build strong, productive working relationships with appropriate public agencies at the local and state levels.
- ◆ Coordinate & recruit an active volunteer force.
- ◆ Participate in appropriate community organizations.
- ◆ Perform other duties as may be assigned from time to time by the Board of Directors and/or the Chairperson.

### **RANGE OF DUTIES**

The Executive Director duties will encompass a variety of tasks as determined by the Board of Directors. An annual evaluation process will be based on defined goals and objectives agreed upon by the Executive Director and the Board of Directors.

### **PHYSICAL DEMANDS**

The physical demand 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.

Work is performed primarily in 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 or hear; sit; 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. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

### **EQUIPMENT / JOB LOCATION**

Office: 200 Courthouse Square, Laurens, SC

Tools & Equipment Used: Personal computer, including word processing software, database systems, and graphic programs. Vehicle, calculator, telephones, copy machine, fax machine and various other office machines/tools.

### **EDUCATION AND EXPERIENCE**

Graduation from an accredited four-year college or university with a BS or BA degree preferred. Five – years experience in community development, business economics, or downtown development, and/or marketing and promotion. Any equivalent combination of education and experience will be considered.