

# Executive Director Job Description

## Ladysmith Main Street Program

### 1. Work Objectives

The Main Street Program executive director coordinates activity within a downtown revitalization program utilizing historic preservation as an integral foundation for downtown economic development.

He or she is responsible for the development, conduct, 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 representing the community regionally and nationally as appropriate.

### 2. Full Range of Duties to be Performed

- a. Coordinates the activities of Main Street program committees, ensuring that communication between committees is well established; assists committees with implementation of work items.
- b. Manages all administrative aspects of the program, including purchasing, record keeping, budget development and accounting. Prepares all reports required by the state Main Street Program and by the National Main Street Center. Assists with the preparation of reports to funding agencies and supervises part-time employees or consultants.
- c. Develops, in conjunction with the Main Street program's board of directors, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Becomes familiar with all persons and groups directly or indirectly involved in the Main Street district. Mindful of the roles of various interest groups, assists the Main Street program's board of directors and committees in developing an annual action plan focused on four areas: design, promotion, organization, and economic restructuring.
- d. Develops and conducts ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Through speaking engagements, media interviews and public appearances, keep the program highly visible in the community.
- e. Assists individual tenants or property owners with physical improvement programs through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; observes construction progress; provides advice and guidance on necessary financial mechanisms for physical improvements.
- f. Assesses the management capacity of major Main Street stakeholder groups and encourages participation in activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.

- g. Advises downtown merchant's organizations and/or chamber of commerce retail committees on program activities and goals. Assists in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown. Works closely with the local media to ensure maximum event coverage. Encourages design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
- h. Helps build strong and productive working relationships with appropriate public agencies at the local and state levels.
- i. Utilizes the Main Street format, develops and maintains data systems to track the process and progress of the local program. These systems should include economic monitoring, individual building files, through photographic documentation of all physical changes and information on job creation and business retention.
- j. Represents the community at the local and state levels to important constituencies. Speaks effectively on the program's directions and findings, always mindful of the need to improve state and national economic policies as they relate to small communities.

### 3. Resource Management Responsibilities

The executive director supervises any temporary or volunteer employees, as well as professional consultants. He or she participates in program evaluations. The executive director maintains local program records and reports, establishes technical resource files and libraries and prepares regular reports for the state Main Street Program and the Nation Main Street Center. The executive director monitors the annual program budget and maintains financial records.

### 4. Job Knowledge and Skills Required

The executive director should have education and/or experience in one of more the following areas: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration and/or small business development. The executive director must be sensitive to design and preservation issues. The director must understand the issues confronting downtown business people, 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. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

The foregoing is an accurate and complete description of this position as jointly agreed upon and signed by a representative of the Ladysmith Main Street Program and the Executive Director.

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President / Date

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Director / Date