

FOLEY MAIN STREET SEEKS DIRECTOR

Job Description:

Foley Main Street Executive Director Job Description

Work Objectives:

The Foley Main Street Executive Director coordinates activities within the 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 document of the Foley Main Street. The executive director is the principle 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 executive director should help guide the organization as its objectives evolve.

Full Range of Duties to be Performed:

The executive director should carry out the following tasks:

- Coordinate the activity of the Foley Main Street committees, ensuring that communication between committees is well established; assist committee members with implementation of work plan items.
- Manage all administrative aspects of Foley Main Street 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, and supervising employees or consultants.
- Develop, in conjunction with the 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 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.

- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants, provide advice and guidance on necessary financial mechanisms for physical improvements.
- 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 on 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 in order to advance an image of quality for the downtown.
- Help build strong and productive relationships with appropriate public agencies at local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the 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 and 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 that relate to commercial districts.

Resource Management Responsibilities:

The executive director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participate in personnel and project evaluations. The executive director maintains 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 executive director monitors the annual program budget and maintains financial records.

Job Skills and Requirements:

The executive 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, and event planning.

The executive 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 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.

It is preferred that the executive director reside in Foley. At times, the executive director will be required to work outside of regular business hours. In those instances, flex time may be used to offset the non-regular hours.

Please send resumes to:
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Deadline for submittal is October 31, 2018