



MAIN STREET DIRECTOR

Category: Exempt

Department: Main Street

JOB SUMMARY

The Main Street Director manages activities within the downtown commercial district revitalization program that utilizes historic preservation as an integral foundation for downtown economic development. The position is responsible for the development, conduct, execution and documentation of the Main Street program. The program director is the principal on-site staff person responsible for managing all program activities and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the program director should help guide the organization as its objectives evolve. The Main Street Director is the first point of contact with business owners in the downtown commercial district facilitating requests, answering questions, and keeping them apprised about downtown happenings. This position will also serve as the Downtown Development Authority (DDA) director and works to develop economic opportunities in downtown Thomasville.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Responsible for leading all aspects of Thomasville's Main Street program, including developing a strong understanding of the fundamental approach which is designated by the National Main Street Center and centered around transformation strategies including economic vitality, design, promotion and organization.
- Responsible for completing the Main Street Annual Assessment – the annual accreditation program for the National Main Street and the Georgia Department of Community Affairs, maintaining Georgia Exceptional Main Street (GEMS) Status.
- Responsible for leading all Main Street Advisory Board and Downtown Development Authority meetings, including developing meeting agendas, developing relationships with all board members and communicating information related to key initiatives.
- Provides information on available incentives, resources and programs available to downtown merchants and property owners for the purpose of promoting new, existing and expanding business opportunities within the downtown business district.
- Develops and executes the Downtown Work Plan, including developments of downtown areas, streetscapes, sidewalks, parks, trails, etc.; working with all city departments involved in improvements; coordinating communications to merchants, property owners, stakeholders and citizens.
- Attends Historic Preservation Commission meetings to participate in efforts to maintain the integrity of the historic character of downtown Thomasville; provides feedback and stays informed on all historic improvements downtown.
- Establish partnerships with local business owners, downtown property owners, non-profit organizations and other community partners for the purpose of positively representing downtown development opportunities within the community. Fosters relationships with key stakeholders related to key initiatives.
- Manages assigned staff and directs all marketing and advertising initiatives related to downtown development, including co-op advertising and general advertising opportunities,

as identified on the work plan.

- Collaborates with marketing staff and contributes content ideas as it relates to all content for the downtown Thomasville website, online applications, and social media accounts.
- Develops and implements business development strategies aimed at recruiting new businesses to Downtown Thomasville as well as retention strategies targeted at ensuring the economic success and vitality of all existing downtown businesses. Position is the main point of contact with business owners, property owners and real estate agents for small business development in the downtown commercial district.
- Provides oversight regarding the development of all collateral material related to downtown initiatives, including the Downtown Shopping & Dining Guide.
- Develops, coordinates and implements events aimed at bringing economic activity to downtown, such as Holiday Open House, Annual Sidewalk Sales and other shopping events.
- Develops and maintains effective relationships with local media sources to promote downtown and the City of Thomasville, to include making on camera appearances and participating in interviews.
- Works directly with the Georgia Department of Community Affairs to continue leadership of Downtown Development across the State of Georgia and National recognitions.
- Develops and maintains relationships with key partners for the purpose of economic development, including the Payroll Development Authority, Thomasville Landmarks, Electric Cities of Georgia (ECG) Economic Development Team, UGA Small Business Development Center, local Chamber of Commerce, Georgia Municipal Association, Georgia Cities Foundation, Georgia Department of Community Affairs, Georgia Downtown Association, and other local, state and national resources.
- Develops and maintains effective relationships with other city's downtown leaders to maintain regional and state support and to gain information related to new initiatives and best practices.
- Executes and embodies the City of Thomasville's Mission and Vision, along with the Main Street Program's mission to foster and enhance the authentic identity and historic character of downtown Thomasville.
- Oversees the façade grant program, to include communicating information on the program to community partners for the purpose of resource development.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree in business administration, marketing, public relations, historic preservation or related field.
- Minimum of 3-5 years' experience in commercial district management, economics, finance, public relations, planning, business administration, retailing, volunteer or non-profit administration, architecture, historic preservation or small business development.

Knowledge, Skills, and Abilities:

- Strong understanding of design and preservation.
- Must have strength in addressing challenges and concerns for the betterment of downtown business merchants, property owners, public agencies and community organizations.
- Must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment.
- Excellent written and verbal communication skills.

PHYSICAL/MENTAL DEMANDS

Position will be primary contact for all downtown initiatives and is point of contact for all downtown merchants and property owners. Some mild stress is expected.

WORKING CONDITIONS

Position is primarily administrative in nature but will be required to travel for training and to work after-hours or on weekend in support of downtown events.

LIMITATIONS AND DISCLAIMERS

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.