

Columbiana Main Street Executive Director Job Description

The Columbiana Main Street program executive director coordinates activities within a downtown or commercial district revitalization program that utilizes the historic preservation as an integral foundation for downtown economic development. He/She is responsible for the developments, conduct, execution, and documentation of the Main Street program. The program director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community locally, regionally, and nationally as appropriate. In addition, the program director should help guide the organization as its objectives evolve.

- Coordinate the activity of the Main Street program committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, 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 Main Street program's 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 Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: Design, Promotion, Organization, and Economic Vitality.
- 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 and the City 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; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.

- Assess the management capacity of major downtown organizations and 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, etc. Encourage a cooperative climate among downtown interests and local public officials.
- Help build strong and productive relationships with appropriate public agencies up to state level.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the local Main Street program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and 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 as they related to commercial districts.
- Perform other marketing duties including but not limited to promotion and coordination of City of Columbiana events.
- Other duties as assigned by Columbiana Main Street Board and City of Columbiana.